Second Annual American Breeds Number

in this issue:

FCA Annual Convention Reported

Purebred Sales Are Slated

Many Fairs Are Held In Florida

Ona Station Has Field Day

Floridians Like American Cattle Breeds

TWO DOLLARS PER YEAR

JANUARY NINETEEN FIFTY-FIVE

Happy New Year!
One of the bull calves at the Kenmore Ranch.

KENMORE RANCH
P. LE B. GARDNER
VERO BEACH, FLORIDA

With a sound faith in the future of the Florida cattle industry, Mr. Gardner is developing hybrid beef stock by the use of registered Brahman cows and Polled Hereford bulls. The brand, K, comes from Kenmore, a family homestead name for over 40 years in New Jersey.

This brand stands for HIGH Quality

When you feed a bag of Security Feeds in the red horseshoe bag, you are feeding feeds that are built to produce and produced to build. Yes, engineered for production. A feed for every phase of your production program.

As new nutritional findings are made and tested, they are incorporated into Security Feeds and Feeding Programs. Thus the feeder is assured of getting good results, so far as nutrition is concerned.

So, dollar for dollar and pound for pound, you’ll find Security in the red horseshoe bag is your best feeding buy!
The FCA Reports . . .

BIGGER EXPORTS of Florida dressed beef to northern and eastern markets may result from an Interstate Commerce Commission hearing held in Miami recently. Alterman Transport Lines, Inc., requested the hearing, asking permission to ship dressed meat from any point in Florida to any point in a group of states roughly north and east of Virginia and Kentucky. The company at present provides limited service of this type.

J. O. PEARCE, JR. (who testified at the hearing as a representative of FCA) strongly favored granting the necessary permission. Pearce told the ICC representatives that Florida has a surplus of low-grade beef at certain times of the year, when the price drops as much as a nickel a pound on certain grades. Making this beef readily available up North would result in savings to consumers in that area, and would assist the Florida cattle industry. Several meat packers also testified in favor of the proposed refrigerated truck service.

SLAUGHTERING OF CATTLE in Florida doubled from 1950 to 1953, according to State Marketing Bureau estimates presented to ICC by Pearce. The estimates showed slaughter in 1950 as 100,000 head, and in 1953 as 200,000. State figures on cattle slaughtered under state inspection (considerable quantities are slaughtered under federal inspection) showed slaughter up for the first 10 months of 1954 by some 30 percent over 1953.

SPEAKING OF SLAUGHTER, Florida figures for the month of November, sent by Dr. R. V. Rafnel, director of the Florida Livestock Board's Meat Inspection Division, show that state-inspected slaughterers killed 20,075 head of cattle in November, 1953, compared to 15,814 a year ago (increase of 27 percent), but killed three percent less calves (2726 compared to 2818), and 18 percent less hogs (31,842 compared to 38,851). Nationally cattle slaughter under federal inspection was down about five percent during the week ending November 20, with veal down about seven percent and pork up about five percent.

NEW COMMITTEES for FCA have been appointed by President Jay B. Starkey, with aid from other officers of the Association. (See list on page 12)

BEEF COOKERY, the nation's first collection of all-beef recipes (see report on FCA convention for mention of this cookbook by Mrs. P. E. Williams), is now available by writing American National CowBelles, Mrs. Clyde Carlisle, P. O. Box 1005, Porterville, California. Cost per copy is $2.00.

1500 STOCKMEN from more than 30 states are expected to attend the American National Cattlemen's Association Convention at Reno, Nevada, January 10-12. American National reports that they are expecting Cushman S. Radebaugh of Orlando, national vice president, and Jay B. Starkey of Largo, FCA president, plus these members of standing committees: B. J. Alderman, Grandin; W. B. Barron, LaBelle; Ned Brock, Vernon; Irlo Bronson, Kissimmee; George Kempfer, Deer Park; Ben Hill Griffin, Jr., Avon Park; W. D. Roberts, Immokalee; P. E. Williams, Davenport; and J. O. Pearce, Jr., Okeechobee.

PRICES for Florida cattle will probably remain about the same in 1955 as they were in 1954, says Fayette W. Parvin of the Florida Extension Service. Prices could be slightly higher, if total demand is stronger.

for January, 1955
The Florida Cattleman and Livestock Journal

VOL. XIX, NO. 4

Robert S. Cody

January, 1955

Associate Editor

PUBLISHER-Alton M. Cody, BUSINESS OFFICE and CIRCULATION—Mrs. Ruth H. Beers.

The Florida Cattleman

The quarter-blood Brangus heifer shown on this month’s cover is owned by Miss Sandra Mays, daughter of Arden Mays, owner of Plant City’s Tripple Creek Ranch.

OCCUPATIONAL PUBLICATION

Florida Cattlemen’s Association, Jay Starkey, President, Largo; Florida Swine Producers Association, T. W. Cannon, Jr., President, Live Oak; Eastern Brangus Association, H. E. Wolfe, President, St. Augustine; Florida Hereford Association, Inc., W. J. Smith, President, Alachua; Florida Aberdeen-Angus Association, A. R. Wills, Jr., President, Marianna; Florida Milk Producers Association, George E. Henderson, President, Nokomis; Florida Palomino Exhibitors’ Association, M. D. Fountain, President, Tampa; Florida Quarter Horse Association, T. J. Durranne, Inc., Marianna; Florida Quarter Horse Association, J. P. Wills, Inc., Largo; Florida Romanov Horse Association, H. V. Dumas, President; Florida Red Horse Association, B. C. Eady, President, Ocala.


Service Issues of

The Florida Cattleman

for 1954-55

February: Hereford
March: Brahman
May: Florida Horses
June: Better Polled Ax
July: Better Bulls
August: Marketing
September: Shorthorn
November: Aberdeen-Angus
December: Equipment

January: American Breeds

The Cover For January, 1955

Published monthly by Cody Publications, Inc., at 10 Verona Street, Kissimmee, Florida. Subscription Price $2.00, 1 year; $3.00, 2 years; $4.00, 3 years; $5.00, 4 years; plus three percent sales tax for subscriptions to Florida addresses. Entered as second class matter March 15, 1947, at the postoffice at Kissimmee under the Act of March 3, 1917. Aldus M. Cody, President, Robert S. Cody, Vice President, Dorothy C. Cody, Secretary-Treasurer. Cody Publications, Inc., operates the Cattleman Press, and the Florida Livestock News Service.

Advertising rates covered in Rate Card No. 9c, based on open rate of $150 per page per month, with certain discounts for quantities. Advertising offered on a net discount basis only. Minimum advertising rates: $15.00 per line in one issue and $15 per line for each additional issue published in the preceding month. Member Florida Press Association, National Editorial Association, Florida Printers & Associates, Printing Industry of America, Florida Association of Magazine Publishers, Southern Cattle Group.

The Florida Cattleman
Here's half a ton of cutting-chopping power slicing through palmettoes to make way for new grass!

This power-packed pasture-making team—Case Diesel “500” and Renovating Harrow—reclains wild land, chops new life into old sod, digs low drainage or irrigation ditches, builds low beds.

Put this hefty team to work on your roughest land. Chop saplings, brush, roots, vegetation . . . mix them with surface soil to make grass-building humus. Till deep where plows and other tractors can't go.

Enjoy new Power Steering, too. It tames brute strength for gentle, easy handling on short turns and long days.
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Your Allis-Chalmers dealer can give you the full story of the HD-5... how it can cut costs, whether yours is a citrus operation, truck or grassland program. He'll also be glad to tell you about the complete Allis-Chalmers line of deep tillage and irrigation tools designed for use with the HD-5. See him soon... begin the new year with a tractor you'll be proud to own.

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Editor's Desk

"Texans Eat Beef Every Day"
Is in Wide Use in Lone Star State

Ulta

I am enclosing a menu from The Plaza in San Antonio. Please note that this (and their other menus) all carry the top line: "Texas Eat Beef Every Day!" I am also enclosing a sticker that is in pretty widespread use on Texas cars, reading: "Texans eat beef every day!"

It seems to me you might use this to intensify your campaign to get Florida restaurants to do the same thing.

J. Arthur Pantoast

Copy of the menu has been sent to Maurice Hollins of Crystal River, chairman of FCA's Beef Promotion Committee — and the sticker went to Governor-Elect Collins, who recently told cattlemen that Floridians don't brag enough about the state! We are sure Mr. Hollins will appreciate any other suggestions which may help the development of an even better Beef Promotion Campaign during 1955.

Be Sure to Use That Capital Letter in Formica!

Cincinnati, Ohio

...Thank you for Formica mention in Mrs. Lloyd Clyburn of Houston, wife of ABBA's publicity man, is shown inspecting a painting of Henry O. Partin and Sons' 220 bull at the Cattlemen's Livestock Market at Lakeland. Q. R. Barnhill of Lakeland did the painting, which Mrs. Clyburn saw during the American Brahman Breeders Association directors' meeting in early November.
Here's why SULMET Sulfamethazine is your most dependable weapon against these livestock diseases:

It gives you stronger, longer action against all the organisms that cause these diseases:

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Newberry, Fla.

your November... (With Florida Kow-belles article on Mrs. Dan McCarty) titled "Ranch Style Home at Fort Pierce.”

However we were disappointed to note that you spelled Formica with a (small) "f". Formica is the registered trade name of The Formica Company...

Perry-Brown, Inc.
Gordon C. Moffitt

[Our congratulations to The Formica Company (and its public relations firm, Perry-Brown, Inc.) for making their name a household word!]

One More Correction Needed
In Angus Directory

Cottondale

We note that, on page 64 of your December issue, the MWD Farms at Box 64, Route 1, Cottondale, does not carry an asterisk denoting that we are members of the Florida Aberdeen-Angus Association. Please be advised of our membership...

L. D. Kennedy

[Our apologies to MWD, which was omitted from our main directory published in November, and not noted as a member of the Florida Angus Association. When the supplemental directory was printed in the December CATTLEMAN.]

More Palmetto Polo Interest in Florida Seen by Eslinger

New Smyrna Beach

...Requests for rule books from interested groups throughout Florida are now being received by the New Smyrna Beach Saddle Club.

Thanks for cooperating (by using three articles on Palmetto Polo in recent issues). There are plans afoot to bring in another state team again next March, as well as last year's winner from Texas.

A. W. Eslinger

Think Nothing of It, 4-H'ers; We Really Enjoyed It!

Gainesville

...I wish to express our sincere thanks to you for having truly gone beyond the line of duty to give us your personal av-

Titled “Modern Agriculture,” this postage stamp showing a Caterpillar tractor pulling a Rome disk and a portrait of Queen Elizabeth was recently issued by the Bahaman government.

The Florida Cattleman
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EXECUTIVE—J. B. Starkey, Chairman, Largo; J. O. Pearce, Jr., Okeechobee; George Kempfer, Deer Park; Alto Adams, Jr., Fort Pierce; J. R. Gunn, Hialeah; Ralph Cellon, Gainesville; Ray Raulerson, Belle Glade; H. C. McCollium, Lakeland; W. K. McPherson, Gainesville.

The Florida Cattleman
Bruce Campbell, president of the Hardee County Cattlemen's Association, is shown presenting a check for $100.00 to Miss Loretta Mixon of Wauchula, winner of the recipe-of-the-month contest sponsored by the association as part of the "Eat More Beef" campaign.

Of course, he's planning on retiring to Florida...

---

Lorraine Barnes
Middleburg
I saw your magazine for the first time while in our County Agent's office. I was very impressed with the quality of it. Enclosed is $2.00 for one year's subscription.

---

L. B. Wilson

New Anthrax Vaccine Now Being Used to Combat Louisiana Anthrax

A new type of vaccine—identified by the name "Sterne Strain"—is being used by veterinarians attempting to control the southeastern Louisiana outbreak which has already killed more than 1,800 cattle, according to Lederle Laboratories Division of the American Cyanamid Company.

While the Lederle product is not yet on the market, it has been used experimentally on several thousand cattle and sheep. Made from a modified organism, the vaccine is non-virulent.

---

Orlando Geigy Office, Warehouse to Be Retained Under Reorganization

GEIGY AGRICULTURAL Chemicals have consolidated its Aberdeen, North Carolina, and McGregor, Texas, branch offices into one office at Leland, Mississippi, where the company recently enlarged its manufacturing plant.

Sales offices, plants and warehouses will be retained at Orlando, Aberdeen and McGregor, according to the company, with E. L. Jarrett, Sr., in charge of the entire Southern territory.

Superior Fertilizer Purchases Growers Company of Fort Pierce

SUPERIOR FERTILIZER and Chemical Company of Tampa has purchased outright the Growers Fertilizer Company of Fort Pierce.

---

Planting new pastures this year?

Now is the time to start preparing new pasture land. Money invested in thorough preparation before planting pays off for years to come.

An important part of the preparation is liming. Lime spreader trucks can do a much better job in the springtime when the ground is dry than during the rainy season or in the fall.

Take advantage of Wilson & Toomer's experienced pasture consultation. Contact your Wilson & Toomer representative and let him give you an accurate estimate of your lime requirements and otherwise help you work out a productive program of new pasture development.

Working hand in hand with Florida Agriculture for 62 years
Gulf Fertilizer is our choice for pasture because it provides the nourishment grass needs for best growth and livestock feeding value. In short, Gulf Fertilizer helps us develop more acres more quickly, and get more money for our cattle.

-Dale and Ray Ives
Ives Shell Point Ranch
Punta Gorda, Florida

ORDER GULF BRANDS FERTILIZER—NOW!

THE GULF FERTILIZER COMPANY
TAMPA, FLORIDA
Serving Florida Agriculture for More Than 50 Years

Winning judging teams at the Sumter show in Webster are pictured above. Upper panel shows the FFA team from Lakeland, left to right, Coach C. M. Lawrence, Gene Teany, Glen Walker, Andrew Springer. Lower panel shows the 4-H team from Lake County, left to right, Alpaha LaRoe, Edward Parker, Dan Ramer and Assistant County Agent Clarence LaRoe.

Pierce, effective last November 1, according to announcement by G. D. Sloan, general manager.

Purchase of the 22-year-old company from J. E. Nobles, Jr., will double the potential output of Superior "Extra Value Brand" fertilizers, giving Superior an East Coast plant and office as well, Sloan noted.

George Marrs, superintendent of the Tampa plant, will be in charge of the Fort Pierce plant and office, with Wallace Long, entomologist and horticulturist, in charge of field work. J. Leroy Fortner, Superior pasture specialist, will work in both areas.

"Tex" Wheeler, Cowboy Sculptor, Dies at Home in Christmas

JAMES HUGHETTE "Tex" Wheeler, 53, well-known cowboy sculptor, died suddenly December 12 at his home in Christmas. Death was due to heart attack, but Wheeler had been ill for several years and only the day before was released from Kissimmee Hospital.

Among his best-known works are a life-size bronze statue of Seabiscuit, biggest...
YOURS...

BETTER COW CONDITION

... More Thrifty Calves When You Feed a Balanced Rumen Ration of Roughage and Larro SureCattle 32

Feeding SureCattle 32 year after year builds a bigger, more rugged cow herd. This improved conditioning means more large, thrifty calves.

This year actually balance your range or roughage by feeding Larro SureCattle 32. It contains Larro-min, General Mills' exclusive blend of trace minerals. If you do, you'll build cow condition that stays put and pays off in better animals... better, more profitable results.

CONTRACT WITH CONFIDENCE... BOOK

Larro
SureCattle 32
General Mills
MIAMI • TAMPA • ORLANDO • JACKSONVILLE

CENTRAL FLORIDA FAIR
FEB. 21 thru 26 – ORLANDO

ICE SHOW

CATTLEMEN – ENTER
3RD ANNUAL
FLORIDA BEEF SHOW
Central Florida's finest show of purebred cattle. Help promote Florida beef—enter your finest stock.

Write for Premium List and Entry Blank
ENTRIES CLOSE JAN. 15

Central Florida Fair, Inc. Orlando, Florida

6 SPECTACULAR DAYS & NIGHTS

COLORFUL EXHIBITS!

STRATES SHOWS ON THE MIDWAY
Pasturgro is helping to build Florida’s great livestock program, and it will help you build some of the finest pastures in the state. This special pasture plant food helps make two dollars grow where one grew before... more grass... more nutritious feed... more days of good grazing.

Pasturgro is different! It is specially formulated for grass and legumes and adapted to the soils of this area. Your soil, plus Pasturgro, gives you the right combination of growth elements to raise the yield-standard of your grassland.

There’s another big difference, too. Pasturgro is Chemically-Hitched — growth elements are fused together by an exclusive process developed in Swift’s research laboratory. This assures uniform feeding of your crop, helping to increase the yield-standard of your farm.

Chemically-Hitched Pasturgro is easy to handle—consistently uniform and dry—easily distributed with any type of equipment.

This year, use Pasturgro—the plant food that is specially made for pastures. See the difference in your grassland.
PROOF
That Feeding
P.D.Q. SUPPLEMENTS
PAYS!

To Test The Effect of P.D.Q. SUPPLEMENTS
On The Assimilation of Feed in Calves—

8 Calves were divided equally as to age, weight, grade, breeding into 2 pens and fed the same ration except that Pen A was fed a top commercial mineral free choice, while Pen B was fed P.D.Q. 7% Supplement free choice. Pen A weighed 1400 pounds, while Pen B weighed 1435 pounds.

AT THE END OF 110 DAYS—Pen A had gained 680 pounds or 1.54 pounds per day on 6.47 pounds feed per pound gain: AT A COST OF 23.53 CENTS PER POUND GAIN . . . while pen B gained 770 pounds or 1.75 pounds per day on 5.96 pounds feed per pound gain: AT A COST OF 22.03 CENTS PER POUND GAIN.

RESULTS—

P.D.Q. Supplement Increased the Weight by 90 Lbs.
Reduced Feed Intake Necessary For 1 Lb. Gain By .51 Lb. Per Day.
Produced a pound gain for 1-1/2 cents per pound less cost.

REMARKS—These were young growing animals right off the range and were not picked for their inherent ability to gain—just such animals that nearly everybody has.

P.D.Q. Supplements Do Not Cost—They Pay

Write—Wire—Phone • P. D. Q. COMPANY • Box 439
Lakeland, Florida

Distributors: HOWARD FEED MILLS, INC. (North Florida), Jacksonville
IRWIN GRAIN COMPANY (Southeastern Florida), Kendall

for January, 1955
Fed now, at the rate of a handful a day, X-Cel Cattle Pellets will save the pound of beef per day usually lost on Florida winter forage. X-Cel Cattle Pellets provide the correct amounts of protein, minerals, and carbohydrates lacking in winter pasture.

*Weight loss, unless stopped, averages from 40 to 150 pounds per animal during winter months.

**Beautiful Gifts**

FREE with coupons you receive at no extra cost when you buy X-Cel Feeds, Fertilizers, and Insecticides.

**X-CEL CATTLE PELLETS**

This new light-weight utility pump, manufactured by Kenco, Inc., pumps 6000 gallons per hour, but weighs only 65 pounds and can be transported in the trunk of a car.

“Type 14”, the pump is ideal for fire fighting, dewatering pits, wells, basements, sills and excavations, and is practical for limited irrigation and lawn sprinkling as well, the company reports. Pumping up to 6000 gallons per hour, the 114 is packed in a case only 18x18x16 inches, and can be carried easily in the trunk of a car.

Burgner Named Pacific Molasses Sales Representative

An entirely unlimited supply of molasses is now available through Burgner Molasses Company of Fellsmere, E. B. Seegers, manager, has announced, due to its designation as sales representative for Pacific Molasses Company of Fort Lauderdale.

Burgner has represented Fellsmere Sugar Producers Association for 23 years and the Florida Molasses Company of Jacksonville since 1917, and will continue to represent the two companies.

In addition to molasses sales, Burgner handles pumping units, precision mixers and a small distribution trailer which can be pulled behind tractors or jeeps. Molasses with urea added is now available, Seegers reports.

New Hormone “Stilbosol” Will Put 50 to 75 Pounds of Beef on Steers

A new cattle feed ingredient which, in 100 days, can put an extra 50 to 75 pounds of beef on a fattening steer for an investment of $1.00 or less, is now available, according to the Agricultural Products Division of Eli-Lilly and Company, Indianapolis.

The synthetic hormone, named “Stilbosol”, is being marketed in 10-pound bags, and in 50-pound bags.
In order to aid various agricultural organizations in planning their programs, we list the following movies, film strips and speakers. The majority of the films may be ordered from the National Agricultural Supply Company of Fort Atkinson, Wisconsin. These are indicated by the abbreviation, (NAS). For your convenience, the catalog number, number of frames and price are listed along with the name of the film.

MOVIES

The Rumen Story, 25 min., Ralston Purina Com- pany, Checkerbord Square, St. Louis, Mo.
Animal parasites, 16mm, 30 min. California Spray-Chemical Corp., P. O. Box 7067, Orlando.
Land of our fathers (America's cattle industry), write R. Elmo Griffin, assistant secretary, Florida State Cattlemen's Assn., Kissimmee, Fla., no charge except return postage.

Grass Farming With Silos, sound, color, projector and operator provided if two weeks notice, Marietta Concrete, Box 2208, Hollywood, Fla.

Clearing for Production, a 21-minute color film with sound, write E. Bowling Milan, Jr., Sales Promotion, Flecco Corporation, Box 2517, Jacksonville.

American Farmer, a 16mm sound and color 28-minutes in length, contact nearest Ford, Lincoln-Mercury, or Ford Tractor dealer.

FILMSTRIPS

Principles of plant and animal breeding, 04-SF1002, 47 frames, $1.50. (NAS)
Establishing grass watersheds, 08-SF720, 43 frames, $1.25, (NAS)
Selecting dairy cattle, 010-SF207, 95 single frames, $2.59, (NAS)
Fundamentals of good milking practice, 015-SF265, 56 frames, $1.50. (NAS)
The farmstead windbreak, 06-SF501, 102 frames, $2.55, (NAS)
Inoculation of legume seed, 020-SF742, 47 frames, $1.20. (NAS)
Pasture improvement, 022-SF761, 55 frames, $2.75, (NAS)
Animal manures on the farm, 024-SF702, 51 frames, $1.20, (NAS)
Brucellosis of cattle, 026-SF164, 78 frames, $2.55, (NAS)
Selecting swine, 050-SF161, 55 frames, $1.50. (NAS)
Determining fertilizer needs from soil tests, 050-SF140, 50 frames, $1.50. (NAS)
Federal meat inspection, 081-466, 45 frames, $6.00, (NAS)
Electric power serves the farm, 085-REA-2, 50 frames, $6.00, (NAS)
Running water for the farm, 088-REA-6, 44 frames, $6.00, (NAS)
Grain, corn, or beef flies, 0129-657, 55 frames, $6.00, (NAS)
Brucellosis of cattle, 0150-632, 48 frames, $6.00, (NAS)
Eradicating foot-and-mouth disease in the U.S., 0152-683, 21 frames, $6.00, (NAS)
Clipping dairy cattle, 0192-16, 37 frames, $1.20, (NAS)
Grassland farming, 0150-602, 45 frames, $1.55, (NAS)
Grooming and showing beef cattle, 0188-M5, 35 frames, $4.45, (NAS)
Judging dairy cattle, 0194, 55 double frame color $4.95, (NAS)
Artificial insemination of dairy cattle, 0195, 45 frames, $1.09, (NAS)
Beef cattle slide set (breeds), 0195, 6 slides, $2.95, (NAS)

SPKAKERS

Soils and pastures, J. Russell Henderson, extension agronomist, Univ. of Fla., Gainesville.
Beef cattle management, J. E. Pace, extension animal husbandman, Univ. of Fla., Gainesville.
Florida's cattle industry, Cushman Bev ans and Ralph Pearson, extension meats specialist, Univ. of Fla., Gainesville.

Through research...a better way

Harvestore sealed storage keeps roughage field-fresh for year around feeding. In rainy seasons or dry. This sealed construction shuts out oxygen to prevent spoilage at the top and all the way through...helps crops retain their field-fresh flavor and original high-nutrient value.

You get more tons of usable green crop nutrients without the danger of blight. You avoid the work of daily field chopping, and the extra loss from trampling in the fields by livestock and equipment.

With Harvestore's mechanical bottom unloader, you feed from the bottom as you fill with successive crops at the top. Once you start feeding from the Harvestore, you can stop and start again any time, without feed waste.

With full use of this unusual storage unit, your livestock can maintain high production in spite of drouth periods.

That's how Harvestore gives you a more efficient feeding program...a steady supply of high quality feed, harvested when it's right...continuously filling and feeding out grass silage, haylage or corn silage that stretches your storage capacity, gives you 400-ton efficiency in a 200-ton unit. Its sealed construction saves nutrients and reduces the need for supplement feeds...lets you feed to meet the best market, or to keep up milk income and beef gains in times of drouth.

Mail the coupon for free folder, and see your Harvestore dealer for complete information applied to your own farm.

- Sealed Construction keeps out oxygen, the cause of spoilage
- Glass-Surfaced Steel inside and out — a permanent crop-storage structure that ends costly maintenance
- Mechanical Bottom Unloader, teamed with the conveyor of your choice, gives you practical push-button feeding for any size herd — beef or dairy

BELLE GLADE—Coastal Motors & Equipment
OCALA—Bush's Tractor Co., 1327 N. Magnolia Street.
TALLAHASSEE—Rivers Seed Co., Box 13.
FOLEY, ALA.—Foley Tractor Co.

On 80 acres or 800 — it pays to own a HARVESTORE

"We use our Harvestore the year round to furnish fresh pasture to our beef herd of 100 Aberdeen-Angus. We can now finish our cattle for the best market at much lower feeding cost regardless of drouth or seasonal weather problems, for we have a constant supply of highest quality roughage." — says C. B. Taylor, Pensacola, Florida.

A. O. SMITH CORPORATION
Milwaukee 1, Wisconsin

In rainy season or dry, Harvestore gives you fresh pasture the year around.

for January, 1955

19

A. O. SMITH CORPORATION
Dept. FC-1254, Milwaukee 1, Wisconsin

Please send me free circular on how Harvestores save labor, cut feed costs and increase farm income.

Name

Town

County

State
TOP SPEAKERS Feature FCA Convention at Orlando

Little pressing business presented to convention, but talks by Collins, Taylor and others make meeting memorable

Top speakers—and little important business featured the Florida Cattlemen's Association convention held in Orlando November 16-18 and partially reported in the last Cattleman.

Most important item of business was the adoption of a record budget totaling almost $24,000 for 1955, and including funds which can be used to carry on another beef promotion campaign next year—or to reimburse the FCA reserve fund for beef promotion money spent during 1954.

The Association also called on Governor-Elect LeRoy Collins to leave the present membership of the Florida Livestock Board unchanged during his administration.

Speakers included: Governor-Elect Collins, President Jay Taylor of the American National Cattlemen's Association; E. Fred Greene of the USDA's meat grading program; H. D. Ryals, Fort Oglen cattlemen; and K. S. McMullen, Florida Extension Service district agent. Tom Glaze who heads Swift and Company's Agricultural Research program also spoke briefly, while U. S. Senator Spessard L. Holland, who was scheduled to attend, had to decline at the last minute due to the McCarthy hearings.

Collins...

GOVERNOR COLLINS praised cattlemen for the tremendous progress made by the industry during recent years—but noted that the industry still has a long way to go, since Florida produces only 60 percent of its own beef consumption.

State agencies, he declared, should give preference to Floridians in buying beef and other food products, where quality and price are equal.

"We've got to concentrate on research in Florida to achieve our potential future growth in all lines," he declared. He added that Florida has been lax in "hugging" about its advantages, and that he believes something should be done to acquaint persons in other parts of the country with what this state has to offer besides sunshine.

Taylor...

JAY TAYLOR—whose home is in Amarillo, Texas—noted that Florida has two or three times as many cattle as many of the well-known states of the West—and expressed the view that the cattle industry should follow the example of citrus in promoting the health properties of beef.

Referring to beef promotion and present low cattle prices, Taylor declared that "confidence and consumption are the key words for the present and for the future of the cow business."

Americans, he said, despite possessing the most abundant food supplies in the world, are truly undernourished, since few are consuming the proper balance of foods. This factor and the rapid population growth of the country mean that the future of the beef industry is sound.

"Confidence in the future will give us incentive to go ahead with land development, breed improvement and other long-range plans," he said, and "can lead us to greater efficiency in supplying top beef to the nation regularly and at prices reasonable to all."

Greene...

The idea that Florida beef is inferior is just not so, E. Fred Greene, who heads up meat grading for USDA in this part of the country, told the group.

"Our beef here in Florida is just as good, grade for grade, as any beef in the..."
Improved Pastures...

LIMING SOUR SOILS

"Any attempt to produce good pastures without regard to soil fertility requirements is a mistake and can only result in failure." This statement comes from Doctors Kirk, Hodges and Jones at the Ona Range Cattle Station in Bulletin 484, "Grass Pastures in Central Florida."

Most Central Florida soils have an acid pH value...from 4.0 to 5.0...and require lime when used for improved pastures. Grasses will do well with a pH of 5.0 to 6.0; clovers should have a pH of 6.5 or better. Generally speaking, one ton of lime per acre will bring most sandy soils up one full unit on the pH value scale.

Liming is essential at the outset of most improved pasture programs. (Fertilizer tends to lock-up at low pH values.) When the pH reaches a satisfactory level it should serve four to five years of heavy production; however, a thorough pH check should be made at least once a year, preferably just prior to fertilization. CALL IN THE SUPERIOR PASTURE SPECIALIST IF YOU NEED HELP IN DETERMINING THE pH VALUE OF YOUR SOILS.

CLOVER MANAGEMENT

If you are having trouble with your clover program at this time, by all means CALL IN THE SUPERIOR PASTURE SPECIALIST. This is the time to correct clover troubles — in time to have a good winter clover crop.

CALL IN THE SUPERIOR PASTURE SPECIALIST IF YOU NEED HELP IN DETERMINING THE pH VALUE OF YOUR SOILS.

SUPERIOR

FERTILIZER AND CHEMICAL COMPANY

EAST BROADWAY at 47th STREET, TAMPA, FLORIDA
p.o. box: 1021
phone: 4-4131

BRANCH OFFICE AND PLANT—FORT PIERCE
P. O. Box 246
Phone 87
You'll get considerate attention to your own special needs and prompt action by calling on one of these two men who know Florida values. Either one will be glad to discuss your situation, in confidence, and without the slightest obligation on your part.

W.T. COX
27 S. Main St., Orlando, Fla.

C.B. MOAK
duPont Building... Miami, Fla.

The Connecticut Mutual
LIFE INSURANCE COMPANY • HARTFORD

You can fatten steers on grass and you can make money at it, H. D. Ryals of Fort Ogden, who has done just that, told the assembled cattlemen.

Ryals stressed the importance of management in a steer fattening operation. "You've got to know what you're doing, stick with it, know your steers," he declared.

McMullen...
The CATTLEMEN'S Institute—held for the first time last summer at the new Lake Placid 4-H Camp—was the subject of K. S. McMullen's talk to the convention.

Educational activities like the institute will help the cattle industry make continued progress, McMullen noted, reminding delegates of the very poor quality of cattle and pastures as recently as 1957.

"Cattlemen 25 years hence may wonder how cattlemen made a living in 1954, with so little information and so few improved practices," he said.

4-H Winners...
Buddy FRAZEE of Ocala and Don Deadwyler of Cornwell were introduced to the group as winners of the two FCA top awards for beef fattening and beef breeding respectively.

Frazee’s $175 award paid for his trip to the 4-H Congress in Chicago, while Deadwyler’s $125 award was given for him to invest in more cattle.

Honorary Directors...
Honorary plaques were presented to 1954 Honorary State Director Jesse Landrum of Inverness and to the 1953 and 1952 directors J. F. Sumner of Wimauma and Dave Crum of Plant City.

The plaques recognize the outstanding service to the cattle industry rendered by the three "old-timers," and carry the name of the recipient and the year the award was made.

Walter F. Bronson of Orlando received another award, when he was presented with a saddle by the Central Florida Cattlemen’s Association for his service in that organization over the past 20 years. Cushman S. Radebaugh, past (Continued on page 82)

country," he declared, noting that federal grading makes for uniformity in grades throughout the country, thus tending to eliminate prejudice against beef from Florida or any other state.

Greene noted that, except during OPS, federal grading has always been voluntary since its establishment in 1918, and that the cost of grading is very slight on a per pound basis.

He added that "any state inspected plant generally meets the requirements for federal grading."

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The Florida Cattlemen
FOOD FOR LIFE...Takes City People to the Farm

Here's the new way to take folks “out to the farm”... to see the important part that farms and farmers play in their lives.

Actually, it doesn’t take city folks to a real farm. Instead, they see Swift’s exhibit—FOOD FOR LIFE. We’ve called it FOOD FOR LIFE because it tells about the business you and we are in.

The story begins with the soil—it ends with healthy, happy, and well-fed people. All sorts of moving and “talking” displays drive home mighty important facts about the complicated job of producing food which many folks “take for granted.”

For both the farm and city consumer, FOOD FOR LIFE stresses right eating and good nutrition. After all, when people know more about right eating they will be better buyers of the foods that contribute to health, strength and longer life. And, this will create a bigger demand for your products.

We think this is a good way to make friends in the city—for farmers and ranchers and meat packers. We would like you to see it, too. Whenever you are in Chicago, stop in at the Museum of Science and Industry—visit FOOD FOR LIFE.

SWIFT & COMPANY
UNION STOCK YARDS, CHICAGO, ILLINOIS

Each day more than 5,000 eager and interested visitors from all over the country see this dramatic story of farming, food, and right eating.

Animals fascinate city people. They never tire of them. Many are amazed at the scientific know-how that farmers must have.

NUTRITION IS OUR BUSINESS

for January, 1955
Polk Fair Champ Steer Brings $1.25 from Publix

Fort Meade girl shows Angus to championship; Sheep are shown for first time

More than 200 young Polk County agriculturists displayed their best efforts at the Polk County Youth Fair in Bartow, December 2-4.

Counting the 36 animals entered in the steer show and sale, beef and dairy cattle entries totaled 216. In addition there were entries of chickens, rabbits, a few hogs and even, for the first time in the fairs history, several sheep.

But as in the past, it was the steer show Thursday and the sale Friday which attracted the most interest and keenest competition. Before a near-capacity crowd in the spacious Mid-State Agricultural Pavilion, Ruth Ann Heddens 1000-pound Angus steer was judged the grand champion. In the steer sale, the Fort Meade FFA girl sold the animal which was bred by Walter Williams of Lakeland for a sale-topping price of $1.25 a pound to Publix Super Markets.

Another Angus, this one shown by Johnny Thomas, Fort Meade FFA, took the reserve champion honors.

In the other livestock classes the judges did not pick champions. Dr. W. G. Kirk, director of the Ona Range Cattle Station, judged all the beef entries.

Olen Williams, Lakeland FFA, won the tractor driving contest.

The beef cattle showmanship award went to Dudley Putnam, Bartow FFA, who also won three other blue ribbons in beef and hog classes. Finishing behind him were Johnny Thomas, Fort Meade FFA, Jimmy Dixon, Winter Haven 4-H, and Freddie Clark, Bartow 4-H. Dixon won the dairy showmanship contest followed by Gail Williams and Robert Thornehill, both of the Winter Haven 4-H, and Harry Griffin, FFA member from Alturas.

Miss Williams finished second in the dairy grooming contest won by Ginger Stuart, Bartow 4-H. Charles Addison, Haines City 4-H, and Ginger Lyle, Bartow 4-H, were third and fourth respectively.

Sam Ward of Lakeland 4-H, won the beef grooming contest followed by Thomas, and Tom Wales, Winter Haven 4-H.

Winners were as follows:

(Continued on page 27)
BRAND-SPANKIN’

NEW

The JOHN DEERE “70” STANDARD DIESEL

It’s the Tractor That Will Turn More of Your FUEL Dollars Into PROFIT Dollars

Meet the world’s new fuel-economy champion—the brand-new 4-5 plow John Deere Model “70” Standard Diesel. In recent tests at Lincoln, Nebraska, the “70” Diesel broke the world’s record for fuel economy held since 1949 by the famous John Deere Model “R.” Here’s a champion that will help you turn stubborn palmetto into profit-making pastureland, handle all your tough power jobs, and save you fuel dollars every step of the way.

Special engine features include easy starting—thanks to a new John Deere auxiliary engine. A single lever controls the entire starting cycle... you never leave the tractor seat. The Diesel engine is a masterpiece of rugged simplicity with only two fuel pumps, two injectors, practically half-as-many, twice-as-husky engine parts throughout—simplicity you’ll enjoy only with the exclusive and time-proved John Deere two-cylinder design.

All the way through, the “70” Standard Diesel is designed for heavy drawbar work. It has wide rear fenders, oscillating front axle in your choice of a fixed- or adjustable-tread type, adjustable rear-wheel tread, short wheel base, and differential foot brakes for greater maneuverability, “live” hydraulic Powr-Trol, transmission-driven power shaft, deep-cushioned seat and a roomy, stand-at-will platform. All controls are easily reached from the seat or platform, and the full-view instrument panel includes a speed-hour meter and an electric fuel gauge. Power steering, “live” power shaft, and 3-point hitch are available. Truly, a “70” Standard Diesel will bring you closer than ever to effortless farming.

Make a date with your John Deere dealer to drive the new “70” Standard Diesel. Try its power, its time- and labor-saving features, its comfort and convenience. You’ll agree that this new economy champion belongs on your farm.

Available with Power Steering

Every time you take the wheel, the tireless muscles of John Deere Power Steering offer you new freedom from steering effort and driver fatigue. Power Steering is optional equipment on the “70” Standard Diesel.

Send for FREE Literature

JOHN DEERE
MOLINE, ILLINOIS

Please send me free information on the John Deere Model “70” Standard Diesel Tractor.

Name

R.R. __________

Town

State

Ask Your John Deere Dealer for a Free Demonstration for January, 1955
Hillsborough Youngsters Show Their Cattle in the Ag Fair Held at Plant City

The Hillsborough Junior Agricultural Fair offered a wide variety of events and contests, but was hampered by the small number of livestock entries December 3 and 4 at Plant City.

The livestock judges picked a grand champion only in the dairy cattle class.

The Pinelands FFA team of Elder Sumner, A. J. Dempsey and Garland Varnam scored 531 points out of a possible 600 to win beef judging. Hillsborough of Tampa was second and Plant City third.

The Plant City girls' squad of Karen Griffin, Varnell Schulie, Avanel Horne and Sandra West won in the 4-H division.

In the dairy cattle show, Ronnie Fertic of Brandon showed the grand champion.

A good crowd watched the horse show which was divided into four separate contests. With more than a dozen young horsemen competing, Neva DeSlang won in the cow horse contest. Ed Alderman was first in conformation and Betty Ann Russell first in showmanship, while Gene Taylor rode his cow pony to victory.

The livestock winners, in order, were:

Beef Cattle

Hereford: Bulls—Turkey Creek FFA; Wimauma FFA; Kellan Morgan FFA; Hereford Female—Allen Peacock

Angus: Bulls—Brandon FFA; Turkey Creek FFA; David Shepherd FFA; Turkey Creek FFA; Bill Wetherington FFA; Fred Leitner FFA; Females—William Kean FFA; Charles McGullers FFA; Ronald Parks FFA; Turkey Creek FFA; Brangus Bull—Jimmy May; 4-H

Shorthorn: Females—Oscar Hooker, FFA (first three places)

FFA steers: Over 600 pounds—Douglas Merrill, Wimauma High School; Under 600 pounds—David Fulwood, Jimmy Thompson

Swine Dairy Cattle

Ayrshire: One to two years—Bob Porter, Turkey Creek; Tony Fernandez, Brandon; Six months to one year—Ronald Easterling, Brandon; Jerseys: One to two years—Tomlin Junior High School, Plant City; Pinelands: One to two years—Tomlin Junior High School, Plant City; Two-year-old cows—Wade Smith, Brandon; Six months to one year—J. B. Sampson (2), Brandon; Brown Swiss: One to two years—Fred Leitner, Brandon

Holstein: Aged cows—Ronnie Fertic, Brandon (grand champion)

Milking Shorthorn: Buyer—Don Reeder, Brandon; (grand champion)

Hogs

Duroc: Boars—Ralph Hamilton, Brandon; (grand champion of all breeds); Roland Laster, Plant City; Gilt—Ralph Hamilton, Allen Peacock, Poland China; Boars—Roland Laster, Plant City; Wessex: Sow—Pinelands FFA; Wessex boar—Turkey Creek FFA; Figs—Pinelands FFA (first three places); Duroc cross—Lancaster (four places); Poland China—Duroc cross—Jim Jackson, (first four places)

Several winners at the Hillsborough Junior Agricultural Show in Plant City are pictured herewith: Upper left, Jimmy Mayo, 4-H, and his Brangus bull; Upper right, Ronnie Fertic with his Holstein, grand champion of the dairy show; Lower left, Hereford bull shown by Turkey Creek FFA and held by Buddy Sewell; Lower right, Angus bull shown by Brandon FFA with Edward McGullers.
Polk Youth Fair

(Continued from page 4)

Lakeland 4-H: Senior bull calves—Red to James Clark, Bartow 4-H; Junior yearling bulls—White to David Kamberger, Winter Haven FFA; Senior yearling heifers—White to George Clark, Lakeland 4-H; Grade: Senior yearling heifers—White to Sonny Howells, Lake Wales 4-H; Junior heifer calves—White to William Shirey, Lake Wales 4-H;

 Brahman

Registered: Junior heifer calves—Blue to Mary Langford, Bartow 4-H; Senior heifer calves—Blue to Dick Langford, Bartow 4-H; Senior yearling heifers—Blue to Howard Bass, Lake Wales 4-H; Junior bull calves—Blue to Mary Langford; Reds to Dick Langford; Reds to: Senior FFA; White to Terri Cottle, Kathleen FFA; Senior bull calves—Blue to Mary Langford;

Shorthorns

Registered: Two-year-old cows—Blue to William Durrance, Fort Meade 4-H;

Steers

Lightweights (up to and including 700 pounds)—Blues to: John Gruel, Pierce 4-H; Ruth Ann Hedden, Fort Meade FFA; Francis Humney, Lakeland 4-H; Donald Hardin, Modulla 4-H; Reds to: Richard Yates, Fort Meade FFA; David Tice, Bartow FFA; Larry Tysoe, Bartow FFA; Phillip Brown, Bartow FFA; Whites to: Charles Addison, Haines City 4-H; Paul Deen, Lake Wales 4-H; Fletcher Gardner, Jr., Lake Wales 4-H;

Middleweights (701 pounds through 999 pounds)—Blues to: Johnny Thomas, Fort Meade FFA; Dan Akins, Mulberry 4-H; Howard Bass, Lake Wales 4-H; Jimmie Denmark, Modulla 4-H; Austin Race Tll, Winter Haven FFA; Eldredge Thornhill, Dunnellon 4-H; Reds to: Rudy Beddingfield, Winter Haven FFA; George Cain, Mulberry 4-H; Russell Ann Hedden; Russell Barefoot, Jr., Fort Meade FFA; Lowry Harpety, Brewer 4-H;

Winners in judging contests held during the Polk County Youth Fair were 4-H'ers (top) Sonny Howells, left, and Howard Bass, winner and runner-up, respectively, in the 4-H beef judging contest, and the Fort Meade FFA team, winners of FFA beef judging, left to right, Hugh Davis, J. W. Manley, and John Davis. Hugh Davis was alternate for Johnny Thomas who wasn’t available for this picture.

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A YEAR-ROUND supply of feed and production of quality beef were the twin themes of the ninth annual field day held at the Range Cattle, Ona, December 10.

And in spite of chilly weather more than 500 cattlemen and their ladies turned out for the occasion which was highlighted by a barbecue dinner prepared and served by the Hardee Cattlemen’s Association. Another feature of the event was the number of farm equipment items which were displayed by some of the state’s farm machinery manufacturers and dealers.

Dr. W. G. Kirk, vice director in charge of the station, officially welcomed visitors after early arrivals had been given an extensive tour of the pastures found here by station staff members. Tours began at 9:00 a.m. and ran until 11:00, and then several more ran again in late afternoon in order that all who desired could see and hear of the pasture and livestock experiments being conducted there.

Morning speakers, in addition to Kirk, included Willard M. Fifield, director of state experiment stations, Gainesville; J. R. Gunn, secretary of Florida Cattlemen’s Association, Kissimmee; Dr. E. M. Hodges, range station agronomist and J. E. Pace, state extension animal industrialist, Gainesville.

Gunn and Johnny Barco, Hardee County Agent, presented Mrs. Sadie Bishop a $10 check in behalf of the Hardee cattlemen’s group for the best beef recipe submitted locally during November. This is part of the organization’s “Eat More Beef” campaign efforts.

After lunch and a tour of the barns and feedlots, the visitors witnessed a cattle grading demonstration by F. M. Peacock, animal husbandman at the station, and a carcass grading demonstration and lecture by S. J. Albonetti, USDA meat grading supervisor from Thomasville, Georgia.

FGA President J. B. Starkey, Largo, was also on hand for the field day and made a brief talk between grading demonstrations. He urged those in attendance to stay abreast of the latest management practices and techniques developed by Ona and other Florida stations, and praised Kirk and his staff for their accomplishments and programs now underway. Starkey also stated that FCA and the state’s cattlemen stand ready at all times to aid the experiment stations in any way.

The Range Cattle Station and other Florida experiment stations were given additional testimony when Fifield remarked that “Florida experiment station research bulletins are highly regarded throughout the world and many of them have been translated into several different foreign languages.” He also said that the state has “one of the best-co-ordinated animal works program in the country.”

Few—if any—of the audience who heard both Hodges and Gunn came away from the event unaware of the dangers and evils of overstocking—considered by many to be the number one obstacle to be overcome in the production of more and higher quality beef in Florida.

“If you stock your pastures to maximum capacity during the summer, then you will surely be overstocked when winter comes,” said Gunn. “When this happens you are assured of having an expensive winter feed bill or a low calf crop the following spring, and oftentimes both.”

Gunn said, “Just as it is wise to pre- (Continued on page 67)
Brucellosis Control Effort Slated to Start

In the face of an increase of Brucellosis in beef herds, the USDA is planning to accelerate its vaccination program for the next two years in conjunction with the Florida Livestock Board. Dr. T. H. Applewhite of Jacksonville, who is in charge of the USDA's disease control and eradication program in Florida reports the first step to be taken will probably involve free vaccination of calves for Florida farmers.

Applewhite says that arrangements are now being made for this program and "the outlook for the future appears to be good."

Applewhite, who claims the increase of Brucellosis is due to the introduction of breeding stock, says the vaccine will be furnished by the Florida Livestock Board and veterinarians fees will be paid by USDA, if present plans materialize.

The best time to vaccinate, Applewhite reports, is when a calf is between six and eight months old. "Calves vaccinated under six months cannot be expected to acquire the desired degree of immunity," he said. "And calves vaccinated after they're eight months old will, in a higher percentage of cases, retain a vaccination titler."

Applewhite recommends that herd owners wishing to have calves vaccinated under the free program should contact their county agent or the USDA veterinarian. He will in turn advise the names of the designated accredited veterinarians who are located in his vicinity.

Vaccinated calves will be tattooed for permanent identification and certified vaccination certificates may be obtained upon request from the State Veterinarian's office in Tallahassee.

Cattle owners desiring additional information should communicate with the State Veterinarian's office, Tallahassee, or the U. S. Department of Agriculture, Animal Disease Eradication Branch, Post Office Box 4129, Jacksonville, Florida.

Corn Crop Up In Gilchrist

Gilchrist County's 1954 corn crop averaged 20 bushels to the acre, exceeding last year's yield and making it possible for the first time for farmers to market corn as a major crop. County Agent Leonard Cobb reports that some farmers got 50 bushels per acre.

With increased yields, numerous farmers have built metal bins and repaired cribs for storage of their corn. 45 of the metal bins have been built with loans under the services of the Commodity Credit Corporation.

Milk Pricing

Housewives Pay for Outmoded Controls

At the White House last week, President Eisenhower held a special luncheon for dairymen and heads of civic organizations. The purpose of the luncheon, featuring dishes prepared with milk, was to help the crusade of Agriculture Secretary Benson to increase milk consumption. Even though the U.S. expects a 5.5 billion lb. milk surplus this year, Americans, by and large, do not drink all the milk they need. But the Eisenhower-Benson campaign alone is not enough to increase milk-drinking. The big reason U.S. milk consumption is so low is that milk markets all over the nation have been saddled with monopolistic controls that create artificially high prices, thus cut consumption.

As milk prices keep going up, U.S. housewives are beginning to rebel against these restrictive state controls. In Oregon, voters repealed the state law setting arbitrary prices at the doorstep and grocery counter, thereby sent prices down 2¢ a quart. Yet farmers are still collecting as much as 10¢ less per quart than before and consumption is headed up. In Florida, after voters failed to abolish their milk-control board, they brought pressure on the legislature for more consumer representatives on the board.

In California, Safeway Stores, which preach firm prices for farmers and free competition among bottlers, are leading a campaign to throw out a state law that sets retail prices, thereby guarantee a profit to all bottlers, efficient or not. Even in dairy-rich Pennsylvania, big-city legislators have formed a committee to abolish the state's milk-control commission.

Last week the Senate Agriculture Committee took out after the processors. It found, in a study of ten representative processing plants around the U.S., that the margin between prices paid the farmer and retail prices had increased as much as 27.9% in 3½ years, and a "very substantial portion of the increased spread went into greater profit-taking."

Milk controls were born during the Depression, when farmers were forced to sell milk for as little as 1¢ a quart. In all, 26 states passed laws to protect farmers and bottlers. Some later junked the laws, but 16 states still maintain strict controls. In addition, federal controls can be applied if a majority of the milk producers in an area petition for them. As a result, three of four U.S. citizens drink price-controlled milk.

The state controls, which are far more restrictive than the federal system, are a patchwork of politics and protection for local milk producers. Alabama, for example, prohibits distributors from increasing out-of-state milk purchases except during a severe shortage, fixes the grocery price of milk 1¢ higher than the home-delivered price, even though it usually costs nearly 3¢ a quart less to sell through a grocery. Thus milk is 26¢ a quart in Birmingham, but in Chattanooga, a freely competitive market about four hours away by truck, milk is only 16¢ a quart. Wisconsin, because of highly efficient mass production and distributor methods, claims it could deliver fresh milk in Manhattan for 11.2¢ a quart wholesale (almost 14¢ less than the New York price). But a New York State control law keeps all Wisconsin milk out.

University of Illinois Agricultural Economist R. W. Bartlett surveyed milk pricing in 50 U.S. cities last year, found that prices were invariably higher where state controls existed. In 17 cities with free-milk markets, grocery stores charged an average of 20-23¢ a quart, 2¢ less than the home-delivered price. In 18 state-controlled markets, the grocery price averaged 23.6¢ a quart, only 2¢ less than the home-delivered price.

Says Economist Bartlett: "Modified federal regulation is absolutely essential to (prevent) chaos in milk markets. (But) state control of consumer prices constitutes a legalized monopoly which is definitely against the public interest."

For health's sake, U.S. families are forced to buy milk, whatever the price. But consumers have demonstrated that they buy more milk when the price goes down. For example, when the price dropped as much as 3¢ a quart in Kansas City, Mo., last year, sales of milk promptly rose 74%.

Washington State's Agriculture Director Sverre Omdahl has successfully fought off all attempts for a state-control law because he believes "fixing (farm and retail) prices favors the inefficient producer and makes for a basically false and unhealthy milk market." What Agriculturalist Omdahl advocates, along with other milk experts, is more use of the federal marketing law which protects the dairy farmer, but allows the efficient distributors to pass their savings on to housewives. There is little doubt that, if the government, more flexible milk markets would bring lower prices and increase milk-drinking. This would not only help dairy farmers, but it would also do much to improve the health of the entire nation.

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The basket figure is executed by the Sanford Sashayers, with Jimmy Clossin calling. In the rear, facing the camera, are Mr. and Mrs. Jim Robson and Mr. and Mrs. Harry Robson; in the foreground are Mr. and Mrs. Bill Tyre, and Mr. and Mrs. Phil Courney.

Square-Dancing, or 
Country Fun

What is commonly known as “country fun” seems to be carrying the nation by storm, and Florida is no exception. Station wagons—formerly identified with the rural rich—are getting to be standard equipment for the urban not-so-rich. Many a suburbanite prides himself on his back-yard barbecue and hundreds of people have taken up square dancing.

While the readers of The Cattleman cannot be classed as either “urban” or “rural” we have found them to be, nevertheless, people. And people who enjoy the things other people enjoy—perhaps even square dancing.

We talked with Jimmy Clossin, Orlando square dance instructor who has mothered square dance clubs in Kissimmee, St. Cloud, Winter Garden, Casselberry, Sanford, Apopka, Pinecastle and Lockhart. Square dancing, he says, is something of an ancient art with a considerable literature all its own—and is not to be confused with derivatives of the English “circle dances” which are popular in the Southeast.

“What is commonly called square dancing in the Southeast is an outgrowth of the English circle dance, handed down from generation to generation to a point where it has lost all semblance of coordination and pattern,” Jimmy told us. Properly known as the “Appalachian circle” dance, it could be restored by going back to its origin.

Square dancing—in the form of four couples standing on each side, forming a square—has been in existence for some 300 years, going back to Germany or France where it was originally practiced mounted and dismounted. (Thus, the popular rodeo “square dance on horseback” is not so new, after all!)

The true form of square dance has some 2000 varied patterns and routines; it is best learned from a qualified instructor as it is coordinated activity requiring a high degree of team work.

Hundreds of thousands of people throughout the country attend classes and join square dance clubs,” Clossin states. “In fact, square dancing is fast
becoming a highly popular social medium, in which folks can meet and spend an evening in wholesome and invigorating recreation."

Clossin, who offers to drink any of his pupils "under the table" after the dancing is concluded, emphasizes that drinking will not contribute to the success of a square dance, "due to the inability of a drinker to coordinate his movements." Because liquor is officially frowned upon at square dances, it appeals to many people seeking an evening of clean, wholesome fun.

To a spectator the square dance is a show well worthwhile. "Watch the caller as he pats his foot to the music; listen to his vocabulary which may sound like Greek. You will be amazed at the speed and precision of the action, all in response to the caller, who has just as much fun trying to keep ahead of the dancers."

Clossin, who has been calling square dances for so long, was born on a cattle ranch near Optama, Oklahoma—just over the line from Dalhart, Texas—when it was Indian Territory. During 1923 he danced and taught on the Pacific Coast.

Jimmy's book on square dancing, called "West Texas Square Dances" was written in collaboration with Carl Hertzog, has been published in Great Britain under the title, "American Cowboy Square Dance Book."

The Central Florida Square Dance Jamboree held in the Edgewater High School Gymnasium recently drew hundreds of dancers and a dozen callers, and a similar event is planned for Tampa, January 14 and 15. Designated the "pre-Gasparilla Square Dance Festival," the event is sponsored by the Tampa Recreation Department and the Gulf Coast Leaders and Callers association.

Life magazine for September 15 included a color photograph of 1200 couples at a recent Omaha, Nebraska, dance festival held in the Ak-Sar-Ben coliseum, Miami Beach will draw between 3000 and 5000 people for the Florida State Square Dance convention next April 29 and 30. Many of these will be out-of-state square dance fans.

Organized square dance groups on the East Coast are located in St. Augustine, Jacksonville, Daytona Beach, New Smyrna Beach, Lake Helen, Salerno, Hobe Sound, West Palm Beach, Lake Worth, Fort Lauderdale, Miami, and Melbourne.

In Central Florida, groups are active in Orlando, Ocoee, Sanford, Lockhart, St. Cloud and Kissimmee, and on the Gulf Coast, square dancing may be enjoyed in Sarasota, Bradenton, Clearwater, New Port Richey, St. Petersburg and Tampa.

Florida square dancers also have their own mimeographed publication—titled Bow and Swing and edited by Harold Emery, whose address is Route 2, Box 422-Q, West Palm Beach.

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Champions at the Putnam County Livestock Show included Brahman bull owned by Raymon Tucker of Bunnell, left, and Hereford bull shown by George Rawson of Rawson Brothers, East Palatka.

Better Facilities Are Feature of Putnam Fair

Brahman, Hereford competition toughest in annual Palatka event held in November

Strong competition in both Hereford and Brahman classes highlighted the livestock judging during the Putnam County Livestock Show held at Palatka on Friday, November 12 with entries in dairy cattle and swine also claiming their share of interest.

The champion Hereford bull was RR Polled Larry 1st, shown by Rawson Brothers of East Palatka, while S and L Ranch of Crescent City exhibited the champion Hereford female in SL Princess Ann. Top Hereford get of sire was the get of VH Larry Domino 5th, shown by Rawson.

Judge J. E. Pace of the University of Florida added to the Rawson honors by naming their RR Miss Rollo’s Lady as the reserve champion female and Flying Z Ranch of Palatka won the reserve bull championship with FZ Anxiety Domino 5th.

Raymon Tucker of Bunnell won the majority of the adult Brahman honors by showing the champion bull in RT Riggs de Imperator 79 and coping the reserve female championship with Lady RT Queen de Imperator 95. Champion female was Miss WWT 45th, owned by W. W. Tilton of East Palatka, while 36th T Imperator, owned by S. J. Tilton of San Mateo was the reserve champion bull.

Another feature of this year’s fair was the two new block buildings which have been built on the 17 and one-half acre fairgrounds with one housing livestock and the other farm and home exhibits. Both buildings are 70 by 100 feet with the livestock building boasting 150 tie rings for cattle, including two rows on the outside of the building.

Young Austin Tilton of San Mateo had the champion bull and reserve champion female in the Brahman youth competition, while Woody Tilton of East Palatka showed the champion female and reserve champion bull.

Wesley Staples of Palatka won a championship with his Hereford heifer in the youth classes and the Rodeheaver Boys Ranch of Palatka exhibited a youth female champions at the Putnam show were the Brahman, left, shown by Woody Tilton of Palatka, and the Hereford shown by E. A. Loving of S and L Ranch, Crescent City.
Swine judging saw the champion Duroc boar shown by H. M. Tilton of San Mateo and the champion Duroc female by Woody Tilton. Young Scott Sippel of Flora home had the top Tamworth boar and gift and David Kline of Keuka showed his heavyweight Duroc barrow to a championship in that division.

Winners, listed in order by classes, were as follows:

**Beef Cattle**
- Youth Angus Bulls—Wesley Staples, Palatka; Youth Angus heifers—Tommy Motes, Francis; Youth Hereford heifers—Staples (champion);
- Boys Ranch (reserve champion);
- Youth Hereford bulls—Boys Ranch (champion);
- Boys Ranch (reserve champion);
- Youth Brahman bull calves—Motes;
- Youth Brahman yearling bulls—Austin Tilton, San Mateo (champion); Woody Tilton, East Palatka (reserve champion);
- Boys Ranch (reserve champion);
- Youth Hereford bulls—Boys Ranch (champion);
- Boys Ranch (reserve champion);
- Youth Brahman heifer calves—Motes;
- Youth Brahman yearling heifers—Austin Tilton (reserve champion);
- Youth Brahman cows—Woody Tilton (champion); Austin Tilton; Allen Alford, East Palatka; Boys Ranch;
- Brahman sows—Raymond Tucker, Bunnell (champion); S. J. Tilton, San Mateo (reserve champion);
- Brahman senior yearling females—Tucker (reserve champion);
- Brahman cows—W. W. Tilton, East Palatka (champion);
- Hereford junior yearling bulls—Rawson Brothers, East Palatka (champion); Q. J. Roberts, Palatka; Roberts;
- Hereford senior yearling bulls—Flying Z. Ranch, Palatka (reserve champion); S & L. Ranch, Crescent City;
- Hereford heifer calves—S & L. (champion); S & L;
- Hereford junior yearling heifers—S & L;
- Hereford senior yearling heifers—Rawson (reserve champion); Flying Z;
- Hereford pairs—Rawson; S & L;
- Hereford pairs—Rawson; S & L; Flying Z;

**Dairy Cattle**
- Jersey heifers—Joe Matby, Federal Point; Sunny Life Farm, Palatka; Guernsey heifers—Wallace Tomlinson, East Palatka;
- Brown Swiss heifers—Sunny Life; Ayrshire heifers—Glen Register, Bostwick;
- Avshirc senior yearling heifers—Scott Register, Bostwick;
- Avshirc cows—Scott Register (champion dairy female).

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Large number of inquiries being received by International Charolais Cattle Association, with interest found throughout the country, according to Betty Lunsford

by Betty Lunsford

"I have become very much interested in your breed of cattle and would appreciate further information—also, a list of those members from whom breeding stock may be purchased."

The growing popularity of a cattle breed justifiably may be measured to a great extent, by such correspondence and inquiries received in the representative breed registry office. It provides a "barometer" of performance—an indication the breed is successful in the operation for which it was developed.

Of interest, then, not only to the Charolais breeder, but to other cattlemen looking for a way to greater profit from their ranch operations, is the large number of such inquiries received in the office of the International Charolais Cattle Association, Houston, Texas, during the past year.

The exciting trend in the Charolais interest is the north-east-west "spread". While the hub of breeding stock of this rare breed has always been along the Gulf Coast, they now are working their way into new areas. In sections of the United States where many cattlemen never before have seen one of the huge, white, French beef animals, or their crossbreds, they are delivering outstanding performances in competition with the better known breeds. By word-of-mouth advertising—from breeder to feedlot operator, through all phases of interest in the beef industry—their reputation spreads.

True advertising indeed, based on factual reports among people all interested in the same thing: Profit in breeding and/or marketing beef cattle!

Profit and value of breeding stock already has been recognized. However, purebred breeders of other cattle could not help but be amazed at the result of the Yates Ranch auction sale held at Vineyard, Texas, last October. 60 head sold for an average of almost $1,000. Without close study, the average may not seem too remarkable in comparison with averages reached by other sales during the year. However, please note—of the 60 head sold, only six animals were registered purebreds! The rest were crossbred cattle, recorded, and ranging from 3/4 to 15/16 in Charolais blood. Many were foundation stock and the sale in-cluded a large number of young, open heifers.

Not only is the registry office gratified by the new breeder interest, but by reports from those in the commercial end of the business. There lies, in the final analysis, the success of any breed of cattle. Reports of 100 pounds, and over, additional weight in weaner calves, through introduction of Charolais blood, is common.

Paul Jackson of Eagle Pass, Texas, writes: "I recently purchased 22 head of Charolais-Herceford crossbred steers—calf from G. A. Morris of San Antonio. Their average weight was a little over 500 pounds and I kept them for 132 days. They were marketed at Fort Worth on October 8 with a 900 pound average and topped the market at 24 cents. These Charolais crossbreds produced a more economical gain than any cattle I have ever fed."

Winston Wheeler of Wichita, Kansas, one of the Charolais pioneers in his part of the country, is highly pleased with results he is gaining throughout his extensive commercial operations, and favors a Charolais-British breed cross. Wheeler is developing a breeding herd also, and plans through successive use of top quality purebred bulls, to establish a foundation herd of purebreds. The breed registry association recognizes animals of 31/32, or above, as purebred, following approval by a qualified association appraiser.

Among those enthusiastic over the Charolais-Brahman cross is S. L. Crochet of Clewiston, Florida, a director of the International Charolais Cattle Association. From his office as director of the cattle operations of United States Sugar Corporation, he telephoned recently to tell of weighing in the latest weaner calves—a valuable checking program practiced by the corporation. They were more than pleased with their Charolais crosses. Crochet told of one 3/4 Charolais, 1/4 Brahman calf which weighed over 800 pounds. The calf was seven months old and had received little supplemental feed.

Henry Darroh of Hempstead, Texas, in November shipped to the Fort City Stock Yards of Houston a group of common commercial weaner calves. All calves shipped had been born within a six-week period and averaged 246 pounds. Only one calf in the lot carried Charolais breeding. He was of 5/8 percentage, but was the same age as the others and had received the same care, roughing it through the drought which that area suffered during 1953—but he went over the scales at 609 pounds!

Some of the grade Charolais calves shown in this photograph will be loaned by Bryant E. Pearce to the Range Cattle Experiment Station at Ona for experiments.
backs up our claims about Charolaise*

BIGGER AT WEANING?
YES, tests at one Southern experiment station showed a 454-pound weaning average on 25 calves sired by Charolaise bulls, compared to an average of 417 pounds at weaning for all six breeds tested.

FASTER GROWING?
YES, 13-month-old Charbrays at another experiment station weighed 1222 pounds, surpassing 17-month-old calves of another breed by 170 pounds. The Charbrays gained at the rate of 3.35 pounds daily compared to an average of 2.46 pounds for the four other breeds tested.

DRESSING PERCENT?
YES, Charolaise dressed higher than any other breed in experiment station tests—1.72 percent above the average of five other breeds. Charolaise also placed first in tenderness tests.

Bryant E. Pearce
*For exact figures and sources, write us.

MEMBER AMERICAN CHAROLAISE AND CHARBRAY BREEDERS ASSOCIATIONS
PHONE: EDison 2-3681, P. O. BOX 1406
FORT MYERS, FLORIDA

for January, 1955
For Sale—Now!

- 15 Breeding age five-eighths CHARBRAY Bulls.
- 25 Seven-sixteenths CHARBRAY yearling Heifers.
- 5 Registered Hereford Bulls that are of Breeding Age.
- 25 Registered Hereford Cows, which range from two to five years of age.
- 100 Registered Brahman cows, which are mostly seven years of age and bred to Charbray Bulls.
- 90 Good age grade cows.

**THE PRICE IS RIGHT ON THE ABOVE.**
**IF INTERESTED, CONTACT**

**H. C. Sullivan**
Phone 3051, FROSTPROOF, FLORIDA

---

Experiments Back Up Charollaise Growth Claims

Independent tests conducted by the Texas, Alabama and Louisiana Experiment Stations back up Charollaise claims of higher weaning weights and rapid growth.

For example five Charbray bulls tested by the Texas Experiment Station along with 70 other bulls of various breeds showed the Charbrays in the lead in weight per day of age when the test began and when it ended, and second among the nine different groups represented in condition at the conclusion of the test.

At the Alabama Polytechnic Institute Station, Auburn, Alabama, two Charbray bulls weighed an average 3.10 pounds per day of age, and gained over a five-month feeding period an average 3.34 pounds per day. The nearest any other breed came to that record was a weight per day of age of 2.27, and a gain of 2.60 pounds per day.

Louisiana’s test at LSU showed that Charollaise bulls sired calves which weighed 4.54 pounds at weaning, compared to 4.42 for the nearest group of calves sired by a bull of another breed, and a 4.17-pound average for all the calves sired by bulls of six breeds.

These tests were all conducted scientifically, and all animals were treated as nearly alike as possible, according to the reports.

The Texas experiments are described in miscellaneous publication 108 by Texas A. and M. College as follows:

“The data presented here are from 390 animals dropped between November 1, 1952, to April 30, 1953. After a preliminary adjusting period of 14 days, the calves were self-fed for 140 days, ending April 26. The initial weights were the average of the weights taken December 8 and 16, and the final weights are the average of April 26 and 27 weights.

“The primary purpose of these tests is to evaluate the ability of the individual calves to grow or gain under standard conditions.”

The Charbray bulls were somewhat older than the other calves used in the experiment, averaging 397 days of age at the start. Here are the results:

- Breed A—Average age at start, 290 days; Weight per day of age, 1.7 pounds; Weight per day of age at end, 1.9 pounds.
- Breed B—Average age at start, 260 days; Weight per day of age, 2.0 pounds; Weight per day of age at end, 1.9 pounds.
- Breed C—Average age at start, 266 days; Weight per day of age, 2.5 pounds; Weight per day of age at end, 2.5 pounds.
- Breed D—Average age at start, 342 days; Weight per day of age, 1.8 pounds.

---

For Sale

CHARBRAY BULLS AND HEIFERS.
BREEDING AGE, REGISTERED.
PRICED REASONABLE.
BEST QUALITY.

**A. M. ASKEW**
Member: American Charbray Breeders Association, American Charolais Breeders Association
Phone PR-0171 Home Phone MO-5-1540
2524 McKinney Avenue, HOUSTON, TEXAS
Weight per day of age at end, 2.0 pounds;
Breed E—Average age at start, 289 days;
Weight per day of age at end, 2.3 pounds;
Breed F—Average age at start, 259 days;
Weight per day of age, 2.0 pounds;
Breed G—Average age at start, 263 days;
Weight per day of age at end, 2.2 pounds;
Charollaise—Average age at start, 236 days;
Weight per day of age at end, 2.1 pounds;
Charbray—Average age at start, 307 days;
Weight per day of age, 2.7 pounds;
Charollaise crossbreds led the way.
Charollaise—Average age at start, 273 days;
Weight per day of age, 2.6 pounds;
Charollaise—Average age at end, 2.6 pounds.

At Auburn, the results appeared as follows on rate of gain and conformation:
Breed A—Average daily gain, 2.59 pounds; Conformation score, 83.34;
Breed B—Average daily gain, 2.28 pounds; Conformation score, 85.88;
Breed C—Average daily gain, 2.60 pounds; Conformation score, 83.31;
Breed D—Average daily gain, 2.38 pounds; Conformation score, 84.15;
Charbray—Average daily gain, 3.31 pounds; Conformation score 84.37.

Charollaise Sale
Averages $938

At the first annual Yates Ranch Charollaise auction at Vineyard, Texas recently six purebred and 54 crossbred Charollaise sold for an average of $938 on a gross of $56,325.

Two purebred bulls for $1150.00, the top individual prices paid at the sale. Both went to Texas buyers. The 16 bulls averaged $1900 per animal.

Charollaise Breeders Are Listed

4905 Calhoun Road Houston, Texas

Registered CHARBRAY BEEF CATTLE

30 REGISTERED CHARBRAY HEIFERS FOR SALE
(Animals are 3/4 Charollaise and 1/4 Brahman)

The Charbray is a cross between the Charollaise and the Brahman. The rapid growth of the Charollaise and the ruggedness of the Brahman combine to produce a beef animal that is an excellent grazer, fast breeder and easy to handle. Grown cows weigh from 1700 to 2200 pounds and grown bulls from 2500 to 3200 pounds. We can supply you with Charbray bulls in quality and quantity. Contact us now!

BEN BURNSIDE
FRANKLIN PLANTATION
Res. Phone 3661 Office Phone 2111
Newellton, La.
L RANCH
Breeders of Charolaise and Charbray Beef Cattle
FOR SALE
- Registered Charolaise and Charbray cattle. Both males and females are included in the sale offering with animals ranging from half-bloods to full bloods. Contact us for your Charolaise and Charbray cattle needs at all times!
All Visitors Welcome at any time.
Clifford C. Land
Carrabelle or Eastpoint, Florida
Phone Apalachicola 274-W
Member American Charolaise Breeders Ass'n.
Member American Charbray Breeders Ass'n.

CHAROLAISE & CHARBRAY
From one of Florida's top herds
We have for sale at this time several 1/2-breed calves. Also breeding age crossbred Brahman-Charolaise bulls which are 1/2, 3/4 and 7/8's.

DR. E. J. HALL
9405 W. Flagler St., MIAMI, FLA.

WANTED TO BUY
200 or more young Hereford Cows, bred to Registered Hereford Bulls.
H. G. Conrad
P. O. Box 191
Phone 2-8490 TALLAHASSEE, FLORIDA

BULLS
BRAHMAN-HEREFORD
Ready for Service
DICKMAN FARMS
Phones: Office 7211, Home 7041
RUSKIN, FLORIDA

Charbray Weaned Weights
High at K Bar Ranch

Krusens keep close track of calves: Find Charolaise-Brahman cross best

While the story of K Bar Ranch can be said to swing around Charolaise bulls, Brahman brood cows, good pastures and close management, the real emphasis at this Zephyrhills purebred and commercial cattle operation is on the Charolaise-Brahman breeding program carried on there.

And when you talk with Owner I. A. Krusen and H. C. Douglas, Jr., manager, you find that their enthusiasm for this breeding is backed up by facts and figures coupled with the fact that Krusen is said to be the largest breeder of Charolaise and Charbray cattle east of the Mississippi River and one of the first in Florida.

These animals help produce Charbrays at I. A. Krusen's K Bar Ranch near Zephyrhills. Left panel shows a 15/16 Charolaise bull, now 30 months old, while right panel shows some of K Bar's registered Brahman brood cows, with a few of the calves by Charolaise and Charbray bulls.

Being commercial operators as well as breeders these cattlemen are not reluctant to tell you that, "The K Bar emphasis on Charolaise is a direct result of seeking the most profitable combination of breeding that we can find." And now that they are in the position of also producing steers for a feedlot operation recently begun there, Douglas is equally quick to point out that the Charbray steers which have already gone through the lot "have more than justified our convictions by their performance."

Convinced that the Charolaise-Brahman cross is the best there is, Krusen, who was formerly a purebred Brahman breeder, made his first purchase of Charolaise-Brahman cross bulls.
You can always count on

**Profit With Charolais**

the "Silver Cattle with the Golden Future"

Most of the fine calves shown in the bottom photograph were sired by Nero 2nd, shown at right, who is a son of Imported Nero. We invite you to come and see for yourself just what Charolais and Charbray breeding is doing under Florida conditions. Nero 2nd and other top-quality Charolais and Charbray bulls are getting us calves here at K Bar Ranch which are truly fine and more than justify our belief in the need and value of this breeding. We are commercial cowmen too and feel that cattle being produced by this breeding will help put your operation on the right side of the ledger.

The Charbray heifer calves which you see at right were among a large group of calves which we weaned in September of 1954 at an average weight of 531 pounds! And these calves ranged from five and one-half months to nine months of age at time of weaning. Their sires were Charolais and their dams were purebred Brahman. PROOF of our breeding...PROOF that spells PROFIT! Don't just take our word for it. Come at your earliest opportunity and see for yourself what we mean when we say

"When You Speak of Charolais and Charbray Think of Profit"

I. A. Krusen  
Phone 2471

H. C. Douglas, Jr.  
P. O. Box 577  
Phone 2832

K BAR RANCH  
ZEPHYRHILLS, FLORIDA
Blackstrap
MOLASSES!

... you've heard of Wonder Drugs-
Blackstrap Is the WONDER CONCENTRATE!

Yes, we'd like to tell you about BLACKSTRAP MOLASSES, truly the WONDER CONCENTRATE for Florida ranchers, particularly when used as a supplement to cattle on pasture. Researchers claim that, when fed with roughage which is low in palatability, BLACKSTRAP MOLASSES may be worth fully as much as, or even more than, corn. Besides it has the distinct and important advantage that it can be fed to cattle on range free-choice, with the cattle self-restricting themselves to reasonable daily quantities.

TWO GRADES AVAILABLE

USSC'S Heavy Blackstrap Molasses—When molasses is to be used as a direct feeding to livestock, we offer and recommend a heavier and more concentrated form of Blackstrap than what is recognized the world over as the standard grade. This product is sold under the registered brand name of "USSC's Heavy Blackstrap Molasses," with a guaranteed analysis of not less than 85 DEGREES BRIX and not less than 6.5 percent CRUDE PROTEIN.

USSC'S Urea Fortified Blackstrap Molasses—We also wish to announce a change in the formulation of our urea molasses. This new mixture has a guaranteed analysis of not less than 84 DEGREES BRIX and not less than 14 percent CRUDE PROTEIN. This is an ideal supplement; it blends the high-palatability and high-energy qualities of the BLACKSTRAP MOLASSES with the high-protein equivalent of urea. Research has proven that this combination causes the cattle to eat more of the unpalatable grasses and tear down and digest some of the coarse fiber and cellulose that would otherwise not be utilized.

Contact our Sales Department for full particulars. On request we can arrange for delivery (in lots of 12 to 20 tons) to any point in Florida accessible by good, safe roads.

United States Sugar Corporation
CLEWISTON Phone YUkon 2-1501 FLORIDA

Registered Herefords
W. P. Murphy
Box 217, Brooksville, Fla.
Phone 3453 or office phone 3410
Located 1 mile north on U. S. 41, gate on Croom Road

HEREFORDS
The bloodlines of champions
CONNELL STOCK FARM
INVERNESS FLORIDA

Cock O' Walk Ranch
POLLED HEREFORDS
"None Better"
McINTOSH, FLORIDA

Mr. or Mrs. F. A. Cackrell
Phines: Office, Lymwood 1-3281—Residence, Lymwood 1-3281

The Florida Cattleman
Figure 4 Ranch Second Auction
1:00 P.M. FRIDAY, FEBRUARY 11, 1955
LOCATED 5 MI. SOUTH OF BROOKSHIRE, TEXAS


FIGURE 4 No. 24 — A.B.B.A. No. 24005. Considered to be ONE OF THE OUTSTANDING registered bulls of America.

Selling:

* 20 choice bulls—3 year olds, all sons or grandsons of famous ABARIS, ranging from 3/4 Charollaise-1/4 Brahman to 7/8 Charollaise-1/8 Brahman.

ALSO

* 10 very choice young cows, many with calf by side

NOTICE—We are reducing our breeding herds and have some other very choice heifers, cows and bulls for sale at private treaty.

Write for further information and catalog.

C. M. FROST & SON, P. M. FROST, Owners
2500 Esperson Bldg. Houston, Texas

REMEMBER — FIGURE 4 RANCH IS NOTED FOR QUALITY

41
Second Annual
Sunshine Sale

SANTA FE RIVER RANCH
Alachua Florida

25 Females • 35 Bull Friday, January 7, 1955

Featuring the service of our two great CMR BULLS

CMR SUPER ROLLO 12th
Calved January 20, 1951
CMR Rollo Dom. 2504500-57084
CMR Rollo Dom. 5004500-57084
PR Rollo Real 11th
PR Rollo Real 11th
PR Rollo Real 11th

CMR MISCHIEF DOMINO 96th
Calved May 16, 1952
CMR Dominoa 12th
CMR Dominoa 15th
CMR Dominoa 16th
CMR Dominoa 17th
CMR Dominoa 18th

35 Florida-raised and acclimated two-year-old bulls—READY FOR SERVICE—will be sold in this sale. Increase the value of your calf crop by using some of these SFR bulls in your herd.

For sale catalog, write to:

Mr. and Mrs. A. D. Davis, Owners
Ed Calondine, Show Herd

Santa Fe River Ranch
Alachua, Florida


Mr. and Mrs. A. D. Davis, Owners
Ed Calondine, Show Herd

W. F. Snead, Manager
J. W. Clark, Breeding Herd.
SECOND SALE
Scheduled
At Santa Fe River Ranch

25 registered Hereford females and 35 bulls will be in sale offering which features service of Santa Fe’s top bulls

Florida-raised two-year-old bulls—and the get and breeding of $20,000 CMR Mischief Domino 96th and $10,500 CMR Super Rolo 12th—will be prime features when Santa Fe River Ranch holds its sale Friday, January 7, at the ranch near Alachua.

Santa Fe’s Owners, Mr. and Mrs. A. D. Davis, report: “We feel that the average of the cattle are better quality than in 1954,” adding that they are offering “individuals that are the best cattle we have ever produced.”

One such individual is SFR Domineta Mischief, eight times a grand champion and never defeated. She might have been a National champion, except that the National Polled Hereford Show conflicted with the Sunter All-Florida show at Webster this year, and last-minute efforts to arrange for SFR Domineta Mischief to be flown to the national weren’t successful.

“She is probably the finest individual ever produced at Santa Fe ranch,” W. F. Snead, ranch manager, has declared.

The outstanding heifer will sell bred to the $20,000 bull—a combination designed to attract some of the best Polled Hereford breeders in the country.

The mainstay of the Santa Fe sale, however, will be the 35 two-year-old bulls. As one of the very few registered herd bulls in Florida which have been in existence for 20 years or more, Santa Fe has been a bull headquarters for dozens of Florida commercial breeders for years.

20 of the bulls being sold are polled, and nine are horned, while seven of the eight females catalogued are polled.

Two of the nation’s top auctioneers will cry the sale. Jewett Fulkerson of Liberty, Missouri, and C. D. “Pete” Swaffar of Tulsa, Oklahoma, are the two—and both have had previous experience in Florida auction rings.

Since Santa Fe River Ranch is nine miles north of Alachua, lunch is being served to those attending starting at 11:30 a.m., with the sale scheduled to begin at 1:00 p.m.

Regarding their two high-priced sires, the owners have this to say in the sale catalog:

“Our herd bull CMR Super Rolo 12th is now a proven herd sire as we have on the ground some 55 calves by him, all of which are perfectly polled and smooth-headed.

“The quality of these calves is outstanding—they are very growthy. Most all of his bull calves weighed over 600 pounds at weaning are and two or three of them went over 700 pounds.

“We have hit the jackpot on this bull and we are expecting equal results from our CMR Domino Mischief 96th. Most all of the heifers will be sold bred to these two great bulls.”

In addition to these bulls, HSF Beau Domino 12th and GF Rolo Mischief are listed in the catalog as reference sires. The latter is the sire of SFR Domineta Mischief, and a number of his other sons and daughters sell.

Cattle Drop In 1955 Predicts Survey

A three percent decrease in the number of beef cattle in 1955 has been predicted by the Feed Survey Committee of the American Feed Manufacturers Association, while hog numbers will show a significant increase.

This information is included in the Feed Survey Committee’s annual report on the estimated use and supply of feed for the coming year.

The report deals with the entire livestock and feed situation for 1955. T. J. Gunha of the University of Florida was one of the 23 agricultural college experts serving on the committee.

In regard to the feed situation in 1955, the committee forecasted a sufficient supply of low-protein concentrate feeds, but a calculated deficit of high-protein feeds.

The expected drop in beef cattle, the committee says, is due to continuing drought in the southern and southwestern states and unfavorable prices. Drought conditions are also blamed for the predicted lower corn crop and decreased range pasture acreage.

Washington Cattlemen Elect New Officers

The Washington County Cattlemen’s Association held its annual meeting December 9 at the Cleatus Andrews Farm, electing a new slate of officers for 1955-56. The new president is Ned Brock, Vernon. E. D. “Buddy” Neel, Chipley was elected vice-president, J. E. Davis, secretary-treasurer and Cleatus Andrews, director to the state association.

Andrews gave a barbecue lunch attended by 150 cattlemen guests during the meeting.

Sears Helps FFA with Bulls

Three Hereford and two Aberdeen-Angus bulls—all bred by Floridians—are helping build better herds for five Florida FFA Chapters through the courtesy of Sears, Roebuck and Company, Dr. G. C. Norman, livestock specialist for the Florida Department of Vocational Education, has announced.

Under the Sears agreement, the mail order house underwrites the purchase of the bulls up to $250. All Florida breed associations have agreed to assist in finding good bulls at the price Sears will pay, so that Florida-raised bulls will be available for the FFA chapters.

The bulls are used with cattle owned by the chapters, and also, for a fee payable to the chapters, to breed cattle owned by individuals in their community. Sears replaces bulls which aren’t satisfactory for breeding purposes, or are lost due to death or accident.

Hereford bulls have been provided as follows: For Wauchula FFA, one bull purchased from C. C. Langford of Zolfo Springs; for Fort Meade FFA, one bull bought from T. Noble Brown of Webster; for Callahan FFA, one bull bought from Santa Fe River Ranch of Alachua.

Angus bulls went to Brandon FFA (breeder: Mr. and Mrs. Lawson P. Kiser of Louismar Farms, Valrico) and Baldwin FFA (breeder: Star Dust Ranch, Mr. and Mrs. Henry Chitty, Micanopy).
Why Not Save YOUR Share of this Tremendous Loss?

Grubs $100 Million. Lice $20 Million

That's the yearly cost to Stockmen as Estimated by U. S. Dept. of Agriculture

FRANKLIN GRUB KILLER
Combines effectiveness with low cost. A quick-wetting powder that holds suspension in uniform strength. Puts the powerful rotenone right where the grubs get "liqui-dated."

FRANKLIN TRI-SULFA
The stockman's standby for first-aid treatment of Shipping Fever, Foot Rot, Calf Diphtheria or Pneumonia and Metritis. Combat a still wider scope of infections by combining with Franklin Penicillins.

FRANKLIN LICE-TICK
DIP OR SPRAY
Don't feed lice all winter. Get a quick long-lasting kill of both lice and eggs with one inexpensive application.

FRANKLIN MASTITIS
TREATMENT
If you own dairy cows be sure to be prepared for quick action with this superior product. Adheres to infected tissues. Does not readily milk out. Free flowing in cold weather.

Franklin Drug Store Dealers are able to guide you in the proper use of all Franklin Products. Full descriptions and prices in free complete catalog.

O. M. FRANKLIN SERUM COMPANY
DENVER - KANSAS CITY - WICHITA - ALLIANCE - AMARILLO - FT. WORTH - MARFA
EL PASO - MONTGOMERY - SALT LAKE CITY - LOS ANGELES - PORTLAND - BILLINGS - CALGARY
To raise the
BEST BEEF
in the most economical
way . . .

POLLED HEREFORDS
ARE THE ANSWER!

- Breeding better Polled Herefords is our business. We invite you to stop by and inspect our herd at anytime. A few animals for sale now.

S & L Ranch Reports On Steer Feeding Project

Crescent City rancher reports nearly 23 percent return on investment in experimental feeding operation

A return on his investment of 29 percent was recently reported by Phil Sargent, owner of S & L Ranch at Crescent City, on feeding 96 steers from April 5 to August 5 of this year.

The investment return figures were extended to annual results based on the actual results in a five-month test.

Sargent reports that his feeding program was started about the fifth day after the 96 head of Hereford, Angus, and Angus-Hereford crossbreds were unloaded at S & L. They were put on 100 acres of improved pasture which contained carpet grass, Pangola and White Dutch clover interplanted. The animals had free access to minerals, block salt and plenty of fresh water and were sprayed monthly, he said. His pastures contained an abundance of clover for the first 60 days of the feeding period.

One steer was lost a month after arrival from heart worms and otherwise the group was healthy at all times, Sargent reports.

The S and L breakdown of feeding for the 135-day period included 300 pounds of citrus pulp and 50 pounds of cottonseed meal per head for the first 90 days. 400 pounds pulp and 75 pounds cottonseed for the second 90 days, 500 pounds pulp and 75 pounds cottonseed for the third 90 days, and 600 pounds pulp and 100 pounds cottonseed per day for the last 45 days. He pointed out that he'd like to add citrus molasses to the feeding program on his next steer project.

Sargent's figures show the starting weight (allowing four percent for shrink) to be 415.83 pounds for the group and the cost per head at $79.45. The finished weight (allowing one percent for shrink) was 741.12 pounds for the top 86 head, while the bottom 10 head averaged 662.77 pounds after feeding.

This was a net gain per head of 265.29 pounds per head, averaging 1.98 pounds daily, for the top 86 animals and 216.94 pounds net gain, averaging 1.60 pounds daily, for the bottom 10 head.

The top 86 head were sold privately for slightly over 17 cents per pound and $125.70 per head, while the bottom 10 head were sold at auction for slightly less than 12 cents per pound and $75.30 per head.

Sargent figured $10.15 expense for each animal with his net profit on the top 86 head being $27.12 and the bottom 10 head ending up in the red with a $23.27 loss per head.

The gross profit on the steer feeding project was found to be $189,685 and deducted from this was $668 for pasture rental at five cents per head per day, $250 for labor, and $75 for gas, oil, and truck. This left a net profit of $193,850 according to the S and L Ranch owner, who further stated that this profit figure represents approximately a 23 percent return on the investment figure of $958,590.

"The steers were bought in Georgia and were well acclimated to Florida conditions," Sargent said, "and a better quality animal would obviously do better but they are difficult to find.

Two workers at the Everglades Experiment station recently were elected to top offices in the organic soils division of the American Society of Agronomy, Dr. W. T. Forsee, Jr., chemist in charge, was named chairman and Dr. A. E. Dreschmer, Jr., assistant soils chemist, became vice chairman and program chairman.

Valdosta Bull Sale Set

They're going to move bulls at Valdosta on January 11 when the Georgia Hereford Association holds its bull sale at the livestock coliseum there, with 150 bulls and 25 females, both polled and horned, being consigned. According to Jesse Mitchell, sale manager for the event, the bulls were selected for type, size, quality, bone and ruggedness, and are well grown out. The bulls will be sold in groups of three and five, 50 buyers needing more than one bull can be assured of getting their full requirements.

Sale will be started at 12:00 Noon, but cattle will be on display the morning of the sale and the preceding day. All interested are invited to attend the banquet at the Daniel Ashley hotel which will be held starting at 7:00 p.m., January 10.
GEORGIA HEREFORD ASS’N BULL SALE
VALDOSTA, GEORGIA

THE SALE WILL BE HELD AT THE LIVESTOCK COLISEUM

January 11, 1955

The sale will begin promptly at 12:00 Noon EST

THE BULLS WILL BE SOLD IN PENS OF THREES AND PENS OF FIVES

A banquet will be held at the Daniel Ashley Hotel - 7:00 p.m., January 10th. Sale Headquarters will be the Daniel Ashley Hotel.

150 BULLS BOTH POLLED AND HORNED
ALSO 25 REGISTERED FEMALES

Selected for Type, Size Quality, Bone, Ruggedness, Well Grown-Out Useable Bulls

For catalogs and information, contact Jesse Mitchell, Sale Manager, 69 Mills Street NW, Atlanta, Georgia, Phone MAIn 9104. Sale sponsored by the

GEORGIA HEREFORD ASSOCIATION, INC.

Plan to attend these Georgia Hereford events: Meadow Lake Hereford-Etowah River Ranch Polled Hereford Sale, January 22, Cartersville; West Georgia Hereford Association Sales, Newman, March 4; Georgia Hereford Association Spring Show-Sale, Atlanta, March 17; North Georgia Hereford Association Sale, LaFayette during April; Piedmont Hereford Association Sale, Thomson, April 15.
Two Florida youngsters were among the 4-H boys and girls pictured above who won national awards in Meat Animal and Food Preparation competition. 17-year-old Woody Tilton of Palatka, second from left in left hand panel, was among the group which received $500 scholarships from Thomas E. Wilson of Wilson meat packing company. The third girl from the left in the right hand panel is Sara Chestang, also 17, of Bristol, who won a $300 scholarship from the Kelsington Division of American Motors Corporation. Another national winner from Florida was Mrs. C. L. Kirkpatrick of Miami who received a plaque and gold key from Matheson Chemical Corporation for her work as a 4-H Alumna.

Many Experiences Had by

4-H’ers in Chicago

We of the Florida Delegation ate dinner together after the Church service. Sunday night I attended a buffet supper for health winners. Here I met kids from all over the United States. Sunday night we all met for Church at the Sunday Evening Club at Orchestra Hall. Here I was impressed by the tremendous pipe organ and choir.

Monday morning we ate breakfast in the Hilton as guests of Firestone Tire and Rubber Co. Later on that morning, we saw a showing of “Cinerama” as guests of the International Harvester Co. We were also their guests at the luncheon Monday noon. That afternoon we divided the whole group into two battalions and went different ways. My group went on a sightseeing tour of Chicago, and I certainly think it was a highlight of the week. It was our first real chance to see the city. We visited many interesting places in and around Chicago. Monday night we attended the 57th Annual Thomas E. Wilson Dinner. Here meat animal winners were honored, and we saw a boy from our own state of Florida—Woody Tilton—receive a $500 award.

In the preceding paragraph I have given you a brief sketch of our first day at Congress. I can assure you the rest of the week was as full as our first day. In order to conserve space, I will bring out only what I believe to be the highlights of the remainder of the week. Wednesday morning I attended a breakfast for health winners, after which we selected a title for the 4-H film of the year at a general assembly. After a luncheon sponsored by Ford Motor Company, we went out to the International Live Stock Exposition which was certainly another highlight of the week. We saw the cream of the crop of American cattle. Here we also saw the horse show. That afternoon we had a box supper as guests of Curtis Candy Company. We all had a real chance to see the city.

Well, Friday morning found the Florida Delegation about to return home. After bidding all good-by and boarding our train, most of us stretched out and had a long, long nap.

Florida boys and adult leaders attending the 4-H Congress at Chicago are shown in this photograph, left to right: First row, Pete Ginndl, William Schack, Jack Pleteski, Thompson Rowan, Jimmy Moore, Buddy Frazier; Second row, Wesley Staples, John Pleteski, Joe Benedict, Woodrow Tilton, Assistant Manatee County Agent Earl Kelly; Back row, Assistant State Boys’ 4-H Club Agent Grant M. Godwin, U. of F. Ag College Dean C. V. Noble, Assistant Putnam County Agent Tommy Clay.
HERD SIRES:
- WHR Regality 10th
- CK Cascade 109th
- MW Larry Mixer 7th
- MP Zato Heir 201st

Each by a Register-of-Merit Sire

BULLS

AT THE GEORGIA HEREFORD ASSOCIATION BULL SALE IN...

VALDOSTA, GEORGIA • JANUARY 11th

Two Pens of Three and Six Individuals
Rugged - Two Year Olds - Conditioned For Tough Service

The "Money-Makers"

The kind that sire 500-600 pound calves at weaning age that top the market!

They Are Doing it For Others! WHY NOT YOU?

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Do you want better fences—for less money?

use NEW PATENT UNIVERSAL FENCE STAY

(PATENT PENDING)

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On new fences eliminates need for at least one-third of posts.
More than pays for itself in cost of posts, staples and labor saved.

Doubles the effectiveness of any stranded fence
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P. O. Box 257, EAST PALATKA, FLORIDA
DEALERS INQUIRIES INVITED

for January, 1955
**Seminole Farms Sells Herefords At Belle Glade**

Top 25 percent averaged $336
Top 50 percent averaged $285

Bidders were slow during the Seminole Farms Herefords sale at the Glades Livestock Market in Belle Glade, November 26, as 54 animals sold for an average of $299 on a gross of $12,955. This fell far short of the $359 average attained at the first Seminole Farms sale in September.

Seminole, Donalsonville, Georgia, is owned by John J. Cummins.

The 30 bulls which were sold averaged $246 per head and 24 heifers averaged $292.

As at the last sale W. G. Hull of Palm Beach was the biggest buyer with the purchase of 16 heifers for $4,900. J. O. Pearce of Okeechobee bought 11 bulls for $2,505.

At $2,200, Seminole Baca Dom 57 was the highest priced animal, selling to Hub Spooner of Belle Glade. Bob Cooper of Sarasota auctioneered the sale.

Bulls sold, listed by buyers, with prices paid, were as follows:

- O. H. Chastain, Canal Point—Seminole Baca Dom 57 $1,500; Seminole Baca Dom 64 $1,500; Seminole Baca Dom 60 $1,500; Seminole Baca Dom 58 $1,500; Seminole Baca Dom 56 $1,500; Seminole Baca Dom 54 $1,500; Seminole Baca Dom 52 $1,500; Seminole Baca Dom 50 $1,500; Seminole Baca Dom 48 $1,500; Seminole Baca Dom 46 $1,500; Seminole Baca Dom 44 $1,500; Seminole Baca Dom 42 $1,500; Seminole Baca Dom 39 $1,500; Seminole Baca Dom 37 $1,500; Seminole Baca Dom 35 $1,500; Seminole Baca Dom 33 $1,500; Seminole Baca Dom 31 $1,500; Seminole Baca Dom 29 $1,500; Seminole Baca Dom 27 $1,500; Seminole Baca Dom 25 $1,500; Seminole Baca Dom 23 $1,500; Seminole Baca Dom 21 $1,500; Seminole Baca Dom 19 $1,500; Seminole Baca Dom 17 $1,500; Seminole Baca Dom 15 $1,500; Seminole Baca Dom 13 $1,500; Seminole Baca Dom 11 $1,500; Seminole Baca Dom 9 $1,500; Seminole Baca Dom 7 $1,500; Seminole Baca Dom 5 $1,500; Seminole Baca Dom 3 $1,500; Seminole Baca Dom 1 $1,500; Seminole Baca Dom $1,500.

- J. O. Pearce, Okeechobee—Seminole Baca Dom 57 $1,500; Seminole Baca Dom 64 $1,500; Seminole Baca Dom 60 $1,500; Seminole Baca Dom 58 $1,500; Seminole Baca Dom 56 $1,500; Seminole Baca Dom 54 $1,500; Seminole Baca Dom 52 $1,500; Seminole Baca Dom 50 $1,500; Seminole Baca Dom 48 $1,500; Seminole Baca Dom 46 $1,500; Seminole Baca Dom 44 $1,500; Seminole Baca Dom 42 $1,500; Seminole Baca Dom 40 $1,500; Seminole Baca Dom 38 $1,500; Seminole Baca Dom 36 $1,500; Seminole Baca Dom 34 $1,500; Seminole Baca Dom 32 $1,500; Seminole Baca Dom 30 $1,500; Seminole Baca Dom 28 $1,500; Seminole Baca Dom 26 $1,500; Seminole Baca Dom 24 $1,500; Seminole Baca Dom 22 $1,500; Seminole Baca Dom 20 $1,500; Seminole Baca Dom 18 $1,500; Seminole Baca Dom 16 $1,500; Seminole Baca Dom 14 $1,500; Seminole Baca Dom 12 $1,500; Seminole Baca Dom 10 $1,500; Seminole Baca Dom 8 $1,500; Seminole Baca Dom 6 $1,500; Seminole Baca Dom 4 $1,500; Seminole Baca Dom 2 $1,500; Seminole Baca Dom $1,500.

- Seminole Farms, Miami Beach—Seminole Baca Dom 57 $1,500; Seminole Baca Dom 55 $1,500; Seminole Baca Dom 53 $1,500; Seminole Baca Dom 51 $1,500; Seminole Baca Dom 49 $1,500; Seminole Baca Dom 47 $1,500; Seminole Baca Dom 45 $1,500; Seminole Baca Dom 43 $1,500; Seminole Baca Dom 41 $1,500; Seminole Baca Dom 39 $1,500; Seminole Baca Dom 37 $1,500; Seminole Baca Dom 35 $1,500; Seminole Baca Dom 33 $1,500; Seminole Baca Dom 31 $1,500; Seminole Baca Dom 29 $1,500; Seminole Baca Dom 27 $1,500; Seminole Baca Dom 25 $1,500; Seminole Baca Dom 23 $1,500; Seminole Baca Dom 21 $1,500; Seminole Baca Dom 19 $1,500; Seminole Baca Dom 17 $1,500; Seminole Baca Dom 15 $1,500; Seminole Baca Dom 13 $1,500; Seminole Baca Dom 11 $1,500; Seminole Baca Dom 9 $1,500; Seminole Baca Dom 7 $1,500; Seminole Baca Dom 5 $1,500; Seminole Baca Dom 3 $1,500; Seminole Baca Dom $1,500.

**Good Registered Herefords**

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HERNANDO, FLORIDA

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**QUALITY POLLED HEREFORDS**

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HEREFORDS for sale

Now offering 10 good 7-month-old bulls

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Plant City, Florida

**You All Come**

See the Sires and Dams of calves that will sell next spring at $150.

**GOULD RANCH**

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Good Registered Bulls
Produce More, Cost Less

All commercial cattlemen follow the auction sales, and know the type of calves which have been selling for 10-12 cents and the type that's been bringing up to 18 cents. The difference is usually in the grass their dams have had—and in the type of sire used. It isn't hard to figure that you can pay two, three—even four—times as much money for a bull that will sire 18-cent calves as you can for a bull siring 12-cent calves. For the right kind of commercial bulls, at reasonable prices, contact Finley Farms.

Florida Acclimated Registered Herefords
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Ocala, Florida
RANCH LOCATED 7 MILES WEST OF OCALA ON U.S. 27

SEE and BUY FLORIDA HEREFORDS
at the 1955 Southeastern Fat Stock Show in Ocala

The Southeastern Fat Stock Show February 28-March 6 will include the 1955 Florida Hereford Show and Sale, with top cattle in both events. While Herefords will be on display throughout this period, Herefords will show and sell on Wednesday, March 2. We invite you to attend.

AT TAMPA plans are being made for one of the largest open shows of Herefords ever held at the Florida State Fair. More than 60 Florida cattle will be shown, in addition to out-of-state entries. Cattle will be on display from February 14-19, with Hereford judging starting at 9:00 a.m., Tuesday, February 15.

For further information on Florida Herefords, write

Florida HEREFORD ASSOCIATION
W. F. Sneed, President
ALACHUA FLORIDA

for January, 1955
The Florida Cattleman

NOTICE

Kenmore Ranch is offering five well-bred, well-fitted registered Brahman bulls coming two years old this spring and marked at a price for immediate sale. Contact J. F. Mabbett at Vero Beach 3188 or Box 722. This is really an unusual opportunity if you need a good young Brahman bull.

AND

Kenmore Ranch has two Lasater Beef Master bulls dropped and branded on the Lasater Ranch, Texas, and carrying the Lasater brand. These bulls will sell at $800.00 a pair, or at $425 individually.

ALSO

One extremely well-made, compact and highly pedigreed Brahman bull coming three years old is priced at $350.00. May be seen at the Kenmore Ranch by contacting G. E. Borksie at Sebastian 210.

Kenmore Ranch
VERO BEACH, FLORIDA

For QUALITY HEREFORDS contact

Silver Oaks Ranch
A. E. Herndon, Ranch Manager
Ranch located one mile east of SR 475 on Canal Road, 7 miles SW of Ocala. Write or phone Dr. George Ferré, 590 Brickell Ave., Phone 5-3386, Miami for further information.

Ocala, FLORIDA

Roselawn Polled Herefords
Acclimated to Florida Ranges and Grasses
Mr. and Mrs. J. G. DuPuis, Jr.
6000 N. W. 32nd Ave. Miami, 47, Florida

Roberts Ranch
HEREFORDS
Q. I. & VIRGINIA ROBERTS
Phone East 5-3111, PALATKA, FLA.
Ranch, located 10 mi. W. of Palatka on Hi. 100

Polled Herefords
Rawson Brothers
East Palatka, Fla.

in 50th $165; VH Larry Domino 200th $150; VH Larry Domino 195th $150; Richard Salisbury, Ocala—LL Baca Duke 1st $590; WW Larry Domino 1st $595; H. G. Blair, Anthony—VH Larry Domini 12th $215.

Johanni Farms, Colquitt, Georgia—VH Larry Domini 14th $280; J. W. White, Summervield—VH Larry Domino 116th $290; SS Shannon Triumph $225; Silver Oaks Ranch—VH Shannon Domino $125; M. F. Wayjes, Brookside—VH Colorado Domino 29th $215; H. F. Larry Domino 21st $155; G. B. Mann, Burton—VH Dandy Domino $170; SS Shannon Triumph 1st $225; C. C. Freimuth, Reidel—VH Larry Domino 156th $200.


Females sold, listed by purchaser with price paid, were as follows:

Sunny Acres Farm, Thomasville, Georgia—Miss Missie $200; midyette Hereford Farm—Axton's Larry Lady 25th $200; L. F. Miss Missie 25th $200; L. F. Miss Larry Domino 1st $185; L. F. Miss Larry Domino 4th $175; RR Wiltons Lass C5 $200; RR Wiltons Lass C7 $190.

The J-Bird's Ranch—IL Miss Missie $57th $250; VH Larrvette 157th $210; Spring Hammock Farm—GHF Princess 53d $110; J. W. Perrot Royal 24th $30; M. Sumner, Hernando—VH Regent Lady 110th $600; HC Lady Minder 3d $500; Cohen—CWFS Lorena Domino $325; HF Larrvette 83d $285; T. L. Brown, Webster—MCD Larry Heiress $40; Murphy—JW Sharon Royal 26th $250; CWFS Princess D3 $210; T. Noble Brown—MCD Lady Larry M D3 $200.

Leon County Has Silage Success

In its first year of operation, Leon County's silage cutting program has been responsible for the cutting of feed for 12 beef and five dairy cattle operators in the county. The program started last spring in an attempt to establish the practice among Leon farmers when the Conservation Commission bought a harvester. This machine is now the only one in the county.

County Agent Lloyd Rhoden reports that for many it was the first time they had silage cut in many years. Most of the feed cut was corn and millet, although some grass oats were also cut.

The use of the harvester was paid for by the hour by those who received service. They had to provide their own silos, all but two of which were trench silos.

Rhoden says the county expects to sell the machine to a private operator as soon as silage cutting is established on a wider scale among Leon farmers and cattlemen.

Cut Turkey Production USDA Tells Industry

The USDA has urged all segments of the turkey industry to reduce production in 1955 to avoid the possibility of unsatisfactory prices. Department officials say attention is being called to early season development while there is still time for the industry to adjust production more in line with market requirements for the 1955 crop.

Registered

POLLED HEREFORDS
- 15 Bull Calves, 6-9 Months Old
- 25 Heifer Calves, 6-9 Months Old

PINE RIDGE RANCH
R. B. Bryan, Owner
Madison, Fl.

Sumner Farms
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REGISTERED HEREFORDS
Cattle for sale at all times. Six miles east of DADE CITY, FLORIDA
Ed. M. Sumner, Owner
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Spring Hammock HEREFORDS
F. M. PEMBLE
Phone 272, Leesburg, Florida
Headquarters 2 miles E. of U.S. 441

For registered, top-quality HEREFORDS

Shakit Creek Ranch
Mr. and Mrs. E. J. Ewing, owners, S. W. Albritton, Manager. Ranch located 14 miles South of Sarasota on 301. Phone 309 scenic. F. M. PEMBLE
Laurel, Florida

Midyette Hereford Farm
Registered Polled Herefords
Payne H. Midyette • Payne H. Midyette, Jr.
Tallahassee, Florida
5 MILES EAST ON HWY. 90

Registered Hereford BULLS
VelVa Haven Farms
Delray Beach, Florida
South Military Trail

Registered Polled HEREFORDS
FLYING Z RANCH
Dr. George M. Zoeller, owner
Located three miles west of Satsuma, Florida
PALATKA, FLORIDA

Registered

POLLED HEREFORDS
Circle Z Ranch
Geo. A. Zellner, Owner
FLORAL CITY, FLA.
Sun Lake-Hopley Bulls Sell Angus Bulls in Arcadia Sale

Top 25 percent averaged $262
Top 50 percent averaged $222

A small number of buyers took advantage of low prices to purchase most of the Aberdeen-Angus at the Sun Lake Bull Sale at the Arcadia State Livestock Market, December 8. Five buyers purchased 40 of the 50 bulls offered for sale. A total of 62 animals brought an average of $180.

Sun Lake Ranch consigned 33 and Hopley Angus Farm consigned 17 of the bulls which sold for an average of $175.

More than half of them were less than a year old, 12 heifers, consigned by F. C. Roberts of Punta Gorda, also sold, averaging $22 a head.

Jean-Roe Ranch of Punta Gorda was the biggest heifer buyer, paying $124.00 for six animals.

Stan Haworth of Warrenton, Virginia, auctioneered the sale assisted on the rostrum by Sun Lake Ranch Owner Louis Geraci.

Other buyers at the sale included:

Lyr R Ranch, Fort Myers; Holiday Ranch, Lyr; White, Okeechobee; Florida State Farm, Belle Glade; C. E. Adams, Arcadia; J. H. Schwartz, Orlando; John Nyckie, Punta Gorda; Lyr Acres Ranch, Punta Gorda; Claude Roberts, Punta Gorda; P. M. White, Fort Myers; Inman and Company, Zephyrhills; John Woodley, Arcadia.

Bulls sold, listed by consignor with purchaser and price paid, were as follows:

Sun Lake Ranch-Prince 48 of Sun Lake $230 Florida State Farm; Prince 50 of Sun Lake $125 Smith and Bass; Prince 46 of Sun Lake $135 Inman and Co.; Band 01 of S. L. $200; Prince 44 of Sun Lake $225 C. E. Adams; Prince 15 of Sun Lake $200 Hollingsworth; Prince 42 of Sun Lake $200 Hollingsworth; Prince 39 of Sun Lake $200 Hollingsworth; Prince 38 of S. L. $305 Hollingsworth; Prince 34 of S. L. $210 L. L. $125; Prince 33 of S. S. $200 Hollingsworth; Eric 85 of Sun Lake $140 Roberts; Eric 60 of Sun Lake $230 L. L. $155 Hollingsworth; Band 60 of S. L. $310 Pearse; Edencreek 10 of S. L. $325 Smith and Bass; Eric 64 of Sun Lake $175 Smith and Bass; Prince 53 of S. L. $250 L. L. $135 Smith and Bass; Eric 46 of Sun Lake $250 Smith and Bass; Eric 42 of Sun Lake $125 White; Eric 40 of S. L. $285 Nychky; Prince 56 of S. L. $125 Smith and Bass; Prince 57 of S. L. $140 Smith and Bass; Prince 56 of S. L. $130 Smith and Bass; Prince 54 of S. L. $235 Hollingsworth; Prince 53 of S. L. $185 Immer; Prince 52 of S. L. $150 Smith and Bass; Prince 51 of S. L. $135 Smith and Bass; Prince 46 of S. L. $125 Smith and Bass.

Hopley Angus Ranch-Prince 15 of L. A. Black Knight of Hopley $125; Hopley 120 Lazy Acres; Black Knight 6 of Hopley $125 Lazy Acres; Prince of Hopley Ranch 2 $200 Pearse; Blackcap Knight 6 of Hopley $120 Larv Acres; Prince Peer of Hopley $130 Lazy Acres; Blackcap Knight 7 of Hopley $120 S. L. $125 Smith and Bass; Blackcap Knight 5 of Hopley $120 S. L. $125 Smith and Bass; Friesian Prince of Hopley $150 S. L. $125 Smith and Bass; Friesian Prince of Hopley $150 S. L. $125 Smith and Bass.

Females sold, listed by consignor with purchaser and price, were as follows:

F. C. Roberts, Punta Gorda-20 Louisiana 200 $200 Jean-Roe; Queen of Champions 200 $200 Foster; Southland Pride 8th $100 Nelson; Alabama Glory 4th $155 Nelson; Ellina Queen of P $200 Jean-Roe; Burgesser 4th $210 $210 Jean-Roe; Miss Burgess 4th $155 Nelson; Emily C 4 $210 Jean-Roe; Bards Besie Darkness 20 $210 Jean-Roe; Bards Besie Everglade 20 $210 Jean-Roe; Alabama Glory 5 $125 Nelson.

J. Arden Wesley, Owner
P. O. Box 1237, Phone 4-2392 or 4-6633

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M & L SKY PRINCE 2d

- Families in our herd include the following: Barbara • Blackcap Bessie
- Maid of Bummer Miss Burgess • Blackcap Empress • Sunbeam Queen Mother • Juana Eirea

J. Arden Wesley, Owner
P. O. Box 1237, Phone 4-2392 or 4-6633

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Advertise!

Carloads of fat Angus steers

AVERAGE $1.60 MORE Per Cwt.
at Chicago International

Buyers paid a premium for Angus fat steers entered in the carlot division of the Chicago International Livestock Exposition. 73 carloads of Blacks averaged $33.53 a hundred...37 whiteface loads brought an average of $32.04...and 10 loads of reds and roans sold at $30.52. Thus, the 73 loads of Angus brought $1.60 more a hundred than the 47 loads of the other two breeds entered. Of course, these averages do not include the champion load of each breed.

Again, this is proof that Angus steers help you get more return from your grain and roughage.

Be ahead! Buy Blacks!

American Aberdeen-Angus Breeders’ Ass’n
Chicago, Illinois
Florida Aberdeen-Angus Association
Box 38, Route 2, Marianna, Florida

51
The top families in the sale offering include Gammer, Maid of Summer, Erainna, Miss Wix, Juana Erica, Ellena, Zara, Georgina, Pride Protect, Karama, and Bleckbird Progress.

- Two sons of HC Eileenmere 42d and three sons of Kinlochmere 12th will sell. All are prospective herd sires.

- **AS AN ADDED FEATURE** . . . Blackbird of Gulfstream 7th, the grand champion female at the 1954 Sumter All-Florida Breeders' Show in Webster will sell!

**Mole's Hill Eileenmere 79th**

Sired by Homeplace Eileenmere 999-265th and out of a daughter of Bethel Sandollar, he heads the bull battery for Gulfstream-McGregor. He was first prize summer yearling bull at the 1953 International in Chicago and the 1953 Eastern National at Timonium, Md.

**Gulfstream Farm**

"Aberdeen-Angus in the deepest South"

**FT. LAUDERDALE, FLORIDA**

**HC EILEENMERE 42D**—A great grandson of the "wonder bull" Eileenmere 487th and sire of the grand champion and the high-selling female at the 1953 Sumter All-Florida Breeders' Show.
Gulfstream-McGregor to Sell Top Angus Offering

The Gulfstream-McGregor Angus offering will consist of 46 females and five bulls featuring the get and service of three top sires—Moles' Hill Eileenmere 79th, HC Eileenmere 42c, and Kinlochmere 12th. McGregor points out that all three of these bulls have outstanding records.

Sired by Homeplace Eileenmere 999-35th and out of a daughter of Bethel Bandolier, Moles' Hill Eileenmere 79th heads the bull battery for Gulfstream-McGregor. He was the first prize summer yearling bull at the 1953 International in Chicago and the 1953 Eastern National at Timonium, Maryland.

The Maryland sire for the two breeders, Kinlochmere 12th, is a son of the $30,000 Eileenmere 1029th, while the Florida sire, HC Eileenmere 42c is a great grandson of the "wonder bull" Eileenmere 487th and sire of the grand champion and the high-selling female at the 1953 Sumter All-Florida Breeders' Show.

"We have spared nothing in this consignment," McGregor explained, "and our replacement program was postponed a full year in order to put this sale over the way it should be done."

One of the top animals in the sale is Blackbird of Gulfstream 7th, the grand champion female at the 1954 Sumter All-Florida Breeders' Show and the outstanding females that are in the sale offering include Gammer, Maid of Bummer, Elianna, Miss Wix, Juana Erica, Elluna, Zara, Georgina, Pride Protestant, Karama, and Blackbird Progress.

The sale is slated to start at 1:00 p.m. at the farm which is located just west of Fort Lauderdale near Davie. Auctioneers will be Paul Good of Van Wert, Ohio, and Hamilton James of Newton, Illinois.

Farquhar suggests that anyone desiring sale catalogs or further information should contact him at the farm, Route 1, Fort Lauderdale.

New Angus Herd Brought to Florida

The Ives brothers, veteran breeders from Illinois, have imported a 100-cow Angus herd to Florida and have started a new operation at Ives Shell Point Ranch in Punta Gorda. Veterans of 22 years of Angus breeding in Illinois, the Ives Brothers bought the herd in Illinois' Mercer county, one of the country's leading Angus breeding areas.

The cows range in age from two to three years old and include most of the top Angus bloodlines. The owners hope to have one of the best herds in southern Florida by next year at Shell Point. They plan to raise 1,500 registered Angus and some cross-bred feeders on their 2,280-acre ranch.
More Than 300 delegates gathered in Jacksonville November 15-17, for the ninth annual meeting of the Soil Conservation Society of America and listened to a speech by Georgia Governor Herman Talmadge, took a field trip and elected new officers.

Other ceremonies during the convention included a speech by the superintendent of public education for Louisiana and presentation of awards for outstanding service in conservation in Florida.

The delegates came from 32 states, Canada, Australia, Colombia, The Philippines and Puerto Rico. They commenced the three day conclave with a field trip Monday as guests of the Nassau and Duval Soil Conservation District. On the first phase of the trip the delegates watched a demonstration of pulpwood and timber operations by the Florida Forest Service in Cary State Forest.

From here they toured the beef cattle operations at the W. H. Clark Ranch north of Callahan. They observed Callahan's purebred Herefords and Brahman grazing on Kentucky 31 Fescue and Rescue grass—the only two grasses still green after the recent frost.

At the general session on Tuesday Governor Talmadge spoke on "Land—the Source of Our Strength."

Shelby M. Jackson, State Superintendent of Public Education for Louisiana, spoke on Educational Needs for an Effective Program of Soil and Water Conservation."

At the awards ceremonies Monday at the Callahan fairgrounds the Florida Forestry Award for Tree Planting went to Dinsmore Dairies. Hux Coulter, of the Florida Forest Service, presented the prize to Earl Johnson and his father, V. C. Johnson, representing the dairy.

The new officers, announced at the banquet, are: Dr. Austin Patrick, Arlington, Virginia, president; Dr. Edward Graham, Falls Church, Virginia and Dr. Robert Salter, Silver Springs, Maryland, first and second vice presidents, respectively, and Howard Bissland, Winter Park, treasurer.

The national society meets next year in Greenlake, Wisconsin.

Dignitaries attending the U. S. Soil Conservation meeting in Jacksonville in November included, left to right, Administrator D. A. Williams of Washington; Governor Herman Talmadge of Georgia; Georgia State Conservationist C. W. Chapman; President R. Y. Bailey of Auburn, Alabama, head of the Soil Conservation Society of America.

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Steer Results
at Clear Lake Ranch

High utilization of Pangola pasture for steers was the theme of the Steer Field Day held at Clear Lake Ranch, near Lakeland, on Thursday, November 18 with the sponsors including the ranch, Florida Ranch Lands, Inc., of Orlando, Soil Science Foundation of Lakeland, Range Cattle Experiment Station of Ona, and the First State Bank of Lakeland.

Principals on the program, with their topic, included: Craig Linton, Florida Ranch Lands consultant, Polk City, master of ceremonies; T.J. Oxford, Jr., Clear Lake Ranch owner, Inspection of Steers; Bob Lyman, Florida Ranch Lands consultant, Lakeland, Management and Records; Dr. O.C. Bryan, director of Soil Science Foundation, Significance of Soil and Forage Analysis; Dr. E.M. Hodges, Range Cattle Experiment Station agronomist, The Potential of High Utilization Pastures; Edward G. Kilpatrick, Jr., president, First State Bank of Lakeland, Financing in the Cattle Industry.

Representatives of Florida Ranch Lands, management and development consultants with Clear Lake as one of their clients, pointed out that 1107 pounds of beef was made per acre in 11 months and 10 days of grazing, according to records kept on a small Pangola pasture at Clear Lake.

The records showed that three steers per acre, averaging 288 pounds each were stocked on seven acres of Pangola on December 1, 1953. These steers averaged gaining 369 pounds per head by November 10, 1954 with the yield being on grass alone with no supplemental feed being given. They pointed out that the steers were fed 186 pounds of 16 percent protein mineral and 79 pounds of Ona mix mineral. (Costs and profit figures for this group are shown herewith.)

A second group of steers were carried on an identical program until July 13, 1954, at which time supplemental feeding was begun and fertilization reduced. They gained only 15 pounds more per steer, but the grade was higher. The net profit per acre was $12.51 less for the second group as compared with the first group which was given no supplemental feed and had one more fertilizer application. It was pointed out, however, that the selection of animals for the second group was not intended for feeding and better results are expected from feeder type animals.

Fertilizer applications for the steers on Pangola were as follows: 150 pounds per acre of 33-0-0 in December, 1953; 400 pounds 12-6-6 in February, 1954; 150 pounds 33-0-0 in April; 400 pounds (Continued on page 71)

Salt Regulates Meal Use

Feeding of a cottonseed meal and salt mixture is one way of feeding a high protein supplement such as cottonseed meal so that all animals have an equal chance of getting the quantity needed to maintain them in good production, Dr. W.G. Kirk of the Range Station at Ona reports in Range Cattle Station Mimeo Report 55-1.

"All classes of cattle can be fed this mixture," Kirk states, "Salt is not injurious provided cattle have access to water and plenty of forage and all the other essential nutrients."

Here are Kirk's recommendations for use:

If the daily use of cottonseed meal per animal is to be one pound per day, mix 75 parts of cottonseed meal with 15 parts of salt and 10 parts of a complete mineral;

If the use is to be 1.5 pounds, use 10 parts of salt, 10 of mineral and 80 of cottonseed meal;

If the use is to be two pounds daily, mix 10 pounds of salt, five pounds of mineral and 85 pounds of cottonseed meal.

Kirk adds these suggestions: (1) Thoroughly mix meal, salt and mineral; (2) Start feeding at a low level and increase as the cattle become accustomed to mixture (frequent observation is necessary during the first two weeks to regulate the amount of salt in the mixture, and it may be necessary to change the formula from month-to-month to meet feed conditions in a pasture); (3) The complete mixture is needed to insure that cattle get sufficient calcium, phosphorus and minor elements; (4) If energy feed is needed, replace half the cottonseed meal with an equal amount of citrus meal or other finely-ground energy feed, reducing the salt to permit greater total intake of feed; (5) A six-foot bunk is sufficient space for 30 to 40 cattle of quiet disposition; (6) Water should not be more than half a mile from the feed bunk.
NEW DECISION Eases Capital Gains Tax Requirements

McDonald case replaces Fox case as criterion for Bureau of Internal Revenue, allows capital gains on immature cattle

by STEPHEN H. HART

In 1951 the Internal Revenue Code was specifically amended to provide that stockmen were entitled to capital gains on profit received by them from the sale of livestock held for draft, breeding or dairy purposes. Thus, speaking generally, one half of the profit received from the sale of such livestock went tax-free to a stockman and in no event could the tax exceed 26 percent of the profit.

Many of the personnel in the treasury and Bureau of Internal Revenue were antagonistic toward this capital gains amendment.

One of their methods of restricting the application of the amendment was to refuse to allow capital gains to apply to the sale of immature replacement animals despite the fact that the amendment specifically states that capital gains shall be applicable to breeding livestock "regardless of age."

Unfortunately, in 1951, a taxpayer by the name of Fox took his case on immature animals to the Tax Court. Because of a lack of evidence, the court laid down an arbitrary rule that he was not entitled to capital gains on any heifers that were less than 26 months old or on any bulls under 34 months.

Recently, however, the "McDonald case" decided by a court of appeals puts the Fox case rule in its rightful place.

In this case the taxpayer presented excellent evidence to the court that he was holding all of his immature animals for his own breeding purposes since he was in the process of developing a top Guernsey herd. The first inspection for such culling was made when a calf was seven months old and periodic inspections occurred from then on almost throughout the entire useful breeding life of the animal. Defective calves, however, were culled right after birth.

Because of this pattern of operations, the taxpayer claimed capital gains on the sale of all animals held by him for more than six months (at the time this case arose, the holding period was six months rather than the present 12 months.) The Revenue Agent had denied capital gains on all of these sales except those heifers and bulls 24 months old and over, using as his authority the Fox case rule. The Court of Appeals reversed this decision.

The importance of this case is this: The Court of Appeals ruled in effect that whenever a taxpayer introduces evidence which shows that he intended to hold immature animals for his own breeding purposes, then the taxpayer is entitled to capital gains.

The Court of Appeals made it clear that the Fox case rule should be applied only where a taxpayer fails to produce proof that the immature animals involved were being held by him for breeding purposes. The following quotes from the Court's opinion illustrate well its approach to the problem (italics ours):

"Of course it was in the taxpayer's contemplation that many or most of the animals would be found wanting and be sold. The operation might perhaps even have proved unfeasible without the income thus derived. And in a very real sense the taxpayer could have said at any moment that most of his calves were held for possible sale. But this was not the motive behind their retention, and legislative history of the new law shows that motive is to be controlling. And it is this new law which is and must be decisive."

"Hence we cannot accept the Tax Court's ruling that the animals must be 24 months old, the age at which they have presumably had offspring. Equally we disapprove the view that an animal is held for breeding purposes only if there is an expectation and intention that it produce offspring. Life is replete with situations (advertising, war, reproduction) where many are employed in the hope that one will succeed. Yet the purpose subserved by the many is clear. This does not mean that every farmer can obtain the benefit of the capital gains provision for his entire calf crop merely by selecting one of the better looking animals every time he needs a replacement for his producing herd. This taxpayer, however, has made a thoroughly convincing record that his retention of calves was a necessary factor in building his champion herd. He is entitled to the benefit of I.R.C. Sec. 117 (j) (1) in its new and revised form."

In the McDonald case the court allowed capital gains on all of the taxpayer's immature animals.

The lesson to be learned here by every stockman, from the McDonald case is that it is extremely important to keep a good set of records which will show what immature animals he intends to hold for replacement purposes.

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The Florida CATTLEMAN

for January, 1955
We most cordially invite you
to be our guest at

RAMSEY STOCK FARM'S
First Production Sale
Wednesday, February 23, 1955

FEATURING THE GET AND SERVICE OF
QUEEN’S HILL CREST STAMP

We will sell 18 Florida-bred and acclimated bulls, raised to sire the commercial cattlemen the type of calves that sell for the high dollar. We will sell 12 wonderful bred and open heifers. We are very proud of these heifers and are confident that they will appeal to anyone starting a purebred herd or needing replacements. Also, we will sell 12 heifers from our commercial herd (remember, we have topped the Feeder Calf Sale with calves from this herd for the past several years).

RAMSEY STOCK FARM
PHONE 2532 Micanopy, Florida

Florida Angus Ass’n to Sell
Bulls January 15

There’ll be 52 rugged, breeding age Aberdeen-Angus bulls available for buyers when the Florida Aberdeen-Angus Association holds its bull sale. Sale will be held at the Glades Livestock Market between Belle Glade and Pahokee on Saturday, January 15.

“We’re anxious that Florida cattlemen interested in Angus bulls get the right kind of Angus bulls,” Sale Manager Harry Friedlander of Lake Wales declared. “Since the sale is under sponsorship of the Florida association, buyers can be sure of getting the quality they want.”

List of consignors for the Belle Glade event isn’t complete, but among them will be the Florida Agricultural Experiment Station at Gainesville, Grovelane Farms of Lake Wales, Hopley Angus Ranch of Lutz, and Turky Ford Ranch at Lutz. Auctioneer will be Bob Cooper of Sarasota.

Another sale under association sponsorship will be held at Ocala on Monday, February 28.

Friedlander pointed out that Angus bulls have been in strong demand in Florida because they have made good in producing feeder calves, have been effective dehorners, have less calving, pink eye and udder troubles, produce uniform color offspring and are easily handled.

Get of Queen’s Hill Crest Stamp Featured in Ramsey’s February Sale

The phenomenal get of Queen’s Hill Crest Stamp—the bull who has helped Ramsey Stock Farm of Micanopy top every one of the Angus Feeder Calf Sales for the past 5 years—will be featured when J. P. Ramsey and his son, Perry, hold their first production sale at the farm on Wednesday, February 23.

The Ramseys believe that others are also interested in getting the high dollar for their calves—hence this sale. 18 bulls—all of them Florida-bred and acclimated, of course—will be included in the offering, and 12 bred and open heifers. In addition a dozen grade Angus from the Ramsey commercial herd will be sold.

The senior Ramsey was instrumental in establishing the Angus Feeder Calf Sale in 1958 and his grade calves have topped the sale in all but 2 of the sales held since that time.

VOLUSIA CATTLEMAN Leo Fugle was one of the judges of Brahman and Brown Swais at a Colombia, South America cattle show. He spent 10 days there as a guest of the secretary of agriculture, Manuel Prada.
For Quality Bulls, Ready for Use, Don’t Miss the Florida Aberdeen-Angus Association

ANGUS BULL SALE

selling
52 HEAD

SALE STARTS AT 1:00 P.M.

AT THE GLADES LIVESTOCK MARKET

BELLE GLADE

SATURDAY, JANUARY 15TH

Why Angus?

Better Feeder Calves
Dehorn 90 Percent of First-Cross Calves
Less Calving Troubles
Less Pink Eye

Less Udder Trouble
Better Veal Calves
Produce Uniform Color Offspring
Easily Handled

CONSIGNORS INCLUDE: Florida Agricultural Experiment Station, Gainesville; Grovelane Farms, Lake Wales; Hopley Angus Ranch, Lutz; Turkey Ford Ranch, Lutz. AUCTIONEER—Col. Bob Cooper, Sarasota.

For Catalog, Write Harry Friedlander, Sale Manager, Lake Wales, Florida

for January, 1955
Polk Youth Fair
(Continued from page 25)

Heavyweights (901 pounds and up)—Blues to the entire class: Ruth Ann Hedden; James Lovette, Haines City 4-H; Mac Strickland, Bartow FFA; Ralph Durrance, Jr., Fort Meade FFA; Tommy Tucker, Lakeland 4-H; Sam Ward, (2) Lakeland 4-H; Johnny Hebb, Bartow 4-H; Jimmy Dixon, Winter Haven 4-H; Bobbi Durrance, Fort Meade FFA; Richard Yates; James Lovette, Haines City 4-H; Donald Addision, Haines City 4-H; Janie Bisett, Winter Haven 4-H; Robert Thornhill, Winter Haven 4-H; Ginger Lyle, Bartow 4-H; Richard Whidden, Winter Haven 4-H.

Dairy Cattle
Registered Heifers: Junior heifer calves—Blues to: Linda Stuart, Bartow 4-H; Ginger Lyle, Bartow 4-H; Reds to: Harry Griffin, Bartow FFA; Gerald Cochran, Bartow FFA; Leland Jackson, Lake Wales 4-H; Whites to: Adrian Harkey, Alturas FFA; Bill Thornhill, Winter Haven 4-H; Junior yearling heifers—Blues to: Ginger Stuart, Charles Thornhill, Winter Haven 4-H; Jerry West, Fort Meade FFA; Reds to: Delmar Rhodes, Bartow FFA; Harry Griffin; Eugene Horton, Medulla 4-H; Richard Thornhill, Winter Haven 4-H; Whites to: Jake Schneider, Lakeland FFA; Fletcher Gardner, Lake Wales 4-H; Senior yearling heifers—Blues to: Ginger Stuart; Lisa Hamilton, Winter Haven 4-H; Harry Griffin; Reds to: Matthew Walker, Lakeland 4-H; Matthew Sullivan, Frostproof FFA; Jimmy Britt, Lakeland 4-H; Two-year-old cows—Blues to: David Kincaid, Lake Wales 4-H; Therese Thornhill, Winter Haven 4-H; Gene Mulberry, Mulberry FFA; Robert Thornhill; Harry Griffin; Jimmy Denmark, Mulberry 4-H; Johnny Hebb, Bartow 4-H; Reds to: Francie Hennery, Lakeland 4-H; Otto Oehler, Winter Haven FFA; Fletcher Gardner, Jr. (3); Virginia Thornhill, Winter Haven 4-H; Charles Addison, Haines City 4-H; Whites to: Bobbi Durrance, Fort Meade FFA; Dorothy Harris, Bartow 4-H; Neal Manley, Frostproof FFA; April cows—Blues to: Donald Addision, Haines City 4-H; Gerald Cochran; Ginger Lyle; Reds to: Jimmy Dixon, Winter Haven 4-H; Fletcher Gardner, Jr., White to Harry Griffin; Yearling bulls—Blues to: Harry Griffin; Randy Kincaid, Lake Wales 4-H; Reds to Bobby Dur- rance, Fort Meade FFA.

Grade Guernseys: Heifer calves—Blues to: Bill Barlow FFA; White to Gene Bass, Fort Meade FFA; Junior yearling heifers—Red to: David Kincaf-aid; Senior yearling heifers: Reds to Robert Lee, Lake Hamilton 4-H; Ray Aolf, Fort Meade FFA; Fort Meade FFA Chapter; Two-year-old cows—Blue to Paul Sheffield, Fort Green 4-H; Red to Billy Paddgett, Pierce 4-H; Richard Lewis, Con- norville FFA; Cows three years old and over—Blue to Ruth Ann Hedden;

Registered Guernseys: Heifer calves—Blues to: Call Williams, Winter Haven 4-H; Bill Griffin (2) Barlow FFA; Missy Jo Williams, Winter Haven 4-H; Johnny Taylor, Junior yearling heifers—Blue to Call Williams; Two-year-old cows—Blue to: Hugh Davis, Jr., Fort Meade FFA;

Grade Guernseys: Heifer calves—Blues to: Philip Brown, Bartow FFA; Eugene Smith, Winter Haven FFA; Earl Hunt, Bartow FFA; Eulauldoe Thornhill, Dunedin 4-H; Paul Kirk, Winter Haven FFA; Jimmy Granger, Winter Haven FFA; Homer Kirk, Winter Haven FFA; Whites to: Bobby Skidmore, Winter Haven FFA; Tommy Segar, Alturas 4-H; Henry Dixon, Winter Haven 4-H; Junior yearling heifers—Blue to: Patricia Kincaid, Lake Wales 4-H; Reds to: Robert Lee, Lake Hamilton 4-H; Ray Aolf, Fort Meade FFA; Fort Meade FFA Chapter; Two-year-old cows—Blue to Paul Sheffield, Fort Green 4-H; Red to Billy Paddgett, Pierce 4-H; Richard Lewis, Con- norville FFA; Cows three years old and over—Blue to Ruth Ann Hedden;

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Among the winners at the Polk Youth Fair were those pictured above, top to bottom: Dudley Putnam, Beef Showmanship winner; Johnny Thomas with his reserve champion steer; Jimmy Dixon, dairy showmanship winner; Robert Thornhill with one of the first sheep shown at the fair.

The Florida Cattleman
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Selling 50 Females

3 BARBAROSAS
1 CHERRY BLOSSOM
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2 BALL. JILTS
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4 GAMMERS
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5 BESSIES
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P. O. BOX 37
LUTZ, FLORIDA

for January, 1955
Davis-Heine-Lawless

SHORTHORN SALE

At the Hills of Home Farm of R. G. Heine

SATURDAY, JANUARY 8TH, NEAR OCALA

25 strong aged bulls
30 top quality females

About four years ago Shorthorn bulls really began to move in numbers onto the Florida range. The results have been excellent. No man has done more to popularize the breed and make good bulls available than Bob Heine. During this time he has built an excellent herd of his own. He has served as an advisor in the formation of many other top new Shorthorn and Polled Shorthorn herds. Among these are the strong new herds owned by M. Austin Davis, Dixie-D Shorthorns, Odessa, Florida; and the Lang-Lawless Cattle Co., Lake Alfred, Florida. These three herds have decided to join together in an annual production sale. They are coming up with an offering of 55 top individuals.

Three of the best bulls in the nation head these herds... the $15,000 Cromleybank Legionnaire; L M Max Senator 2d by the $10,000 Killearn Max Senator; and Hi-Ho Leader. Their get and service will be featured.

ROBERT G. HEINE, HILLS OF HOME FARM, OCALA.

Selling eleven bulls and thirteen females. The bulls are all two years old. Seven are by his outstanding sire Hi-Ho Leader, sire of the champion female and the first prize get at the recent Florida Shorthorn show at Webster. Two daughters of Hi-Ho Leader sell bred to a son of Cromleybank Legionnaire. Five other heifers sell bred or with calves at foot by Hi-Ho Leader. Eight top young cows bred to or with calves at foot by Hi-Ho Leader.

M. AUSTIN DAVIS, DIXIE-D SHORTHORNS, ODESSA.

Attracted nationwide attention last month when he purchased at private treaty from Claymore Farms, Callender, Iowa, the great young sire Cromleybank Legionnaire for $15,000. They will sell five heifers, three of which will be bred to Cromleybank Legionnaire or with breeding privilege to him. Also a cow with a Cromleybank Eldorado calf at foot and they will guarantee to put her in calf to Cromleybank Legionnaire. They sell six serviceable age bulls, four by the $5000 Marellbar Prediction.

LANG-LAWLESS CATTLE CO., LAKE ALFRED.

They are selling seven strong-aged Polled Shorthorn bulls. Eight cows either bred to or with calves at foot by L M Max Senator 2d and Spreading Elm Mark 6th purchased at the International in Chicago last year. There will be two open heifers and two heifers bred to L M Max Senator 2d.

SHORTHORNS
POLLED SHORTHORNS

Write for catalog today. Address

DON LONGLEY, SALE MGR.
16 So. Locust St., Aurora, Illinois
SHORTHORNS Consigned by Three Breeders to Sell

Hills of Home Farm, Dixie-D Shorthorns and Lang-Lawless Cattle Company slate sale at R. G. Heine's on January 8

The Hills of Home Farm of R. G. “Bob” Heine near Ocala will be the scene January 8 of Florida’s first Shorthorn auction of 1955, when Heine, together with the Lang-Lawless Cattle Company of Lake Alfred and M. Austin Davis of Odessa offer 25 registered bulls and 30 females to buyers from throughout the Southeast. Both polled and horned cattle will be sold.

Sale Manager Don Longley of Aurora, Illinois, calls the combination of the three breeders a “natural.” He says:

“No man has done more to popularize the breed and make good Shorthorns available than has Bob Heine. The strength of the new herds of Austin Davis and Winston Lawless is in part the result of his guidance. It is a natural for these herds to combine efforts in presenting a top-quality offering.”

The sale will be just that—a top-quality offering—according to advance information from the three breeders.

Heine is offering 11 bulls and 15 females, with the bulls all two-year-olds. Seven of them are by his sire, Hi-Ho Leader, who also sired the champion Shorthorn female and the first prize get at the Sumter All-Florida Breeders Show in Webster.

Davis, who produces what he calls “Dixie-D Shorthorns”, attracted nationwide attention in October in buying Cromleybank Legionnaire for $15,000. Three of the five heifers being consigned by Davis will be bred to this bull (or sell with a breeding privilege). Davis is also selling a cow with a calf by Cromleybank Eldorado at foot, and will guarantee to breed the cow to the “Legionnaire.” Six service-age bulls are also included, four by the $5000 Marellbar Prediction bull owned by Davis.

The Lang-Lawless Cattle Company consignments include seven strong-aged Polled Shorthorn bulls, plus eight cows, either bred to Lill Max Senator 2d or Spreading Elm Mark 6th, or with calves at foot by these sires, the latter of which was bought at the International in Chicago last year. Two open heifers and two heifers bred to the “Senator” are also included.

According to Longley, the three herd sires whose get and service are being most featured in the sale are among the top bulls in the nation.

These fine grade Shorthorn carcasses were exhibited during the Livestock Producers Field Day at the University of Florida recently. Shown with them are P. E. Williams of Davenport, left, who bred the Shorthorns and raised them to weaning, and Fritz Stein of Chosen, center, who fed the animals before selling them to the University for finishing. USDA Grading Specialist John C. Pierce graded carcass at left Prime and one in center Choice.
An outstanding offering featuring the services of

**Viking 4th**

$10,000 1953 INTERNATIONAL GRAND CHAMPION BULL
THE ONLY INTERNATIONAL GRAND CHAMPION BULL EVER
TO COME TO THE STATE OF FLORIDA.

**SATURDAY**

**JANUARY 22nd**

at the ranch near

**Mt. Dora, Florida**

29 Bulls • 65 Lots • 36 Females

13 females bred to Viking 4th, three with calves at foot by VIKING 4th.
15 other females bred to our other herd bulls, Blackton Drambuie, Claymore Prince Control 2d and Peach Grove Goldfinder.

With one exception all the bulls are FLORIDA-RAISED (bred or calved at Far Reach or arrived here as calves with their dams).

Write for your catalog today. Address

DON LONGLEY
Sale Manager
16 So. Locust St.
Aurora, Illinois

EDWIN B. MEAD, Owner

DR. D. W. GRIFFIN, Manager

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The Florida Cattlemen

for January, 1955
PRODUCTION

Sale Set by Far Reach

January 22 date set
for sale to feature service of Viking 4th

A sale featuring the services of the only International grand champion bull ever to come to Florida will be held in the state when Far Reach Ranch has its First Annual Shorthorn Sale on Saturday, January 22 at the ranch, located near Mount Dora.

The featured service sire of the sale will be Far Reach's $10,000 Viking 4th, grand champion Shorthorn bull at the 1953 International Livestock Exposition in Chicago. Edwin Mead, Far Reach owner, purchased the blocky bull at the Chicago event last year and he has been in Florida ever since.

A total of 65 lots will sell with 29 bulls and 36 females being in the offering. Important features in the bull offering are two bulls that have won championships at Florida shows including the grand and reserve championships at the Florida State Fair at Tampa this year. The champion bull, Peach Grove Goldfinder, has been used as a herd sire by Mead and the other bull, Jealous Shore King, was reserve champion at Tampa.

Mead feels that Florida cattlemen are better off to buy bulls that have been raised in Florida and has delayed having a sale until he could produce a Florida-raised bull offering. Mead says that all of the bulls, except one, that will sell were either bred or calved at Far Reach or arrived on the ranch as calves with their dams.

“Our bulls are paddock-fed and have not been brought to the fitting barn,” Dr. D. W. Griffin, ranch manager, points out. “They'll sell with just enough conditioning to go out and do the job they're supposed to do.”

Griffin says that 13 females will sell bred to Viking 4th and three of these will have calves at foot by this top bull. 15 other females sold bred to the other Far Reach herd bulls, Blackton Drambuie, Claymore Prince Control 2d., and Peach Grove Goldfinder.

The ranch manager also pointed out that all but five of the females selling have been Florida bred and raised. The exception includes five top quality Polled Shorthorn heifers that were purchased last spring for the specific purpose of selling in this sale bred to Viking 4th.

Mead's 425-acre ranch, which is a former complete island, in 1950, and after clearing land and developing pasture—went into the purebred Shorthorn business in October, 1952 with the purchase of 30 head of females. He now has 119 brood cows and a total of 265 head of Shorthorns on the ranch grazing on 375 acres of pasture which is mostly Pangola with some Love grass and Fescue.

Other than those already mentioned, sires that have been used in the herd include Elmerest Master, Connickland Goldfinder, Hickories Ransom 322d and Artlee Safeguard.

Mead showed cattle for the first time this year and came home with several honors including the grand and reserve grand bull championships at the Florida State Fair in Tampa, the reserve bull championship at the Ocala Shorthorn Show, and the bull grand championship at the Central Florida Fair in Orlando last year.

“We're trying to sell animals that have been produced, developed, or grown out on our ranch,” Griffin commented, "and we're mighty proud of the 97 percent calf crop that we have had this year. This is certainly an important factor in the cattle business and we've got the animals that can increase calf crops on Florida ranches where it is badly needed.”

L and L Sale Features Polls

L and L Farms, owned by J. L. Adams, Dothan, Alabama, will hold its third annual Polled Shorthorn sale at the farm near Dothan, on Wednesday, January 26. Last year cattlemen from 15 states and Canada were in attendance and there is every indication that the crowd will be as large or larger this year.

Last year's L and L sale, which averaged $725 on 63 lots, was the third highest Polled Shorthorn sale of the year. This was the second year in a row that L and L has been in third spot in the nation. The top female last year, at $2500, went to Cyrus Eaton, Cleveland, Ohio, with the second top going to Reford Girdhouse, Weston, Ontario, Canada.

This year's sale will be the largest yet held by L and L, with 77 lots—21 bulls and 56 females—going. L and L, who registered 101 calves last year, will be selling 66. Oakwood Stock Farm, Asheville, Ohio—a guest consignor for the past two years—will sell six females and two bulls. Oakwood won eight firsts at the recent International, more than any other breeder. This included the coveted award for the best 10 head. Three neighbors will consign one female apiece—E. C. Moody Farms, Dothan; Winwood Farms, Brundidge; and Pullen's Farm, Damascus, Georgia.

Featured will be the service of the four principal L and L herd bulls. They are the $7000 Oakwood Conquest 5; the Southeastern champion Factor's Reward 5 and two bulls recently imported from Scotland, Naemoor Savacen and Cronleybank Ring leader.

Requests for reservations have already come from Australia, South America, and Canada. Adams is the vice president of the American Polled Shorthorn Society.
MORE cattle selling than ever before

QUALITY that will write Polled Shorthorn history

This sale will be held four days after the Far Reach sale at Mt. Dora, Florida. Cattle from these sales can be combined at no expense to the buyer. L and L will deliver free to Mt. Dora, Far Reach to Dothan. 139 head total in the two sales.

The Third Annual L & L Farms POLLED SHORTHORN SALE

Wednesday, January 26th at the farm near Dothan, Alabama

77 Lots

21 BULLS—56 FEMALES

65 Polled Shorthorns—12 Shorthorns

66 From L and L Farms

8 From Oakwood Stock Farm

A special guest consignment of two bulls, six females. Oakwood won eight firsts at the 1954 International...more than any other single breeder.

1 Heifer Each From

our neighbors: E. C. Moody Farms, Dothan; Robert L. Godwin, Winwood Farms, Brundidge; Pullen's Farms, Damascus, Georgia.

Heifers at Oakwood Stock Farm. All sired by Commander-in-Chief x.

A group of heifers at L and L. Four of them sell. Left to right, L L Rosewood 99th x, selling; Oakwood Good Fortune x; L L White Beauty x, selling; L L Rosewood 105th, selling; L L Drambuie Butterfly; and L L Drambuie Kara, selling.

For your catalog address

DON LONGLEY, Sale Mgr.
16 So. Locust St. Aurora, Illinois
Two Floridians Purchase Top Shorthorn Bulls

Hooker and Duyck buy outstanding sires at Shorthorn Congress in Chicago

For the second year in a row Floridians have purchased outstanding Shorthorn bulls at the Shorthorn Congress sale held in conjunction with the International Livestock Exposition, Chicago.

This year two Plant City purebred Shorthorn breeders, C. R. "Jack" Hooker and W. Y. Duyck, Jr., bought Shorthorn bulls 'of unusual quality' which participated in the nation's leading cattle event. Last year Edwin Mead, owner of Far Reach, Mt. Dora, made news when he purchased the grand champion bull of the Shorthorn show.

Hooker's purchase was WL Bank Standard 8th, who was selected as grand champion bull over all other consignments in the Congress sale. The bull was bred by W. C. Anderson and Sons of West Liberty, Iowa, and will become one of the herd sires at the Hookers' Jacklen Farms.

WL Bank Standard 8th was also first prize junior yearling bull in 'one of the strongest classes' at Chicago, and was also a member of the first prize get of sires entry as well as the first prize pair of yearlings entry. And at the Iowa State Fair, which was celebrating its 100th anniversary, he was selected as junior champion and reserve grand champion.

"As well as being an outstanding individual in his own right," says Hooker, "he has a pedigree which is equally impressive." He is the son of N-Bar Prince, who was the 1950 International grand champion bull, and one of his full sisters won her class at the 1953 International.

Duyck's bull, Edellyn Royal Leader 180th, came from one of the nation's most famous Shorthorn breeding establishments—Edellyn Farms, located at Wil- son, Illinois, and owned by Thomas E. Wilson. This bull will become one of the herd sires at Duyck Stock Farm owned by Duyck and his brother L. H. Although this dark roan bull, who was calved August 15, 1953, was entered in competition at the International, he was purchased by Duyck on October 11, 1954—nearly two months before the show. He stood seventh in the summer yearling bull class "which included 27 of the nation's finest young Shorthorn bulls."

Edellyn Royal Leader 180th is a son of Edellyn Royal Leader 114th, considered by Shorthorn enthusiasts to be the greatest bull ever bred by world-renowned Edellyn Farms, according to Duyck.
Ona Field Day
(Continued from page 28)
pare for war in time of peace, it is wise
to prepare for your winter feeding needs
during the summer months.” He added
that “contented cows are profitable cows,
and they certainly make more productive
 cows.”
Hodges stressed the need and value of
developing a program of year-round feed-
ing in Florida. “This can certainly be
done in this state if it can be done any-
where. By using common sense and our
God-given resources there is no limit to
our production capabilities,” he re-
marked. “By using native pastures when
available and productive, improved pas-
tures wisely and efficiently and our
abundant citrus floods judiciously we can
supply sufficient feed the year around,”
Hodges pointed out.
He advised them to utilize surplus
pasturage during summer months in
order that there would be sufficient
grazing in the winter. The surplus
summer forage could be put up for
winter, drought or flood emergencies in
the form of hay or silage.
The cattlemen were advised against
continuing what was termed “a dan-
ergous practice” by Dr. George K. Davis,
of the Florida Agricultural Experiment
Station at Gainesville. He told the
group that he considered the practice of
feeding urea in diluted or “thinned
down” cane molasses a dangerous one.
The nutrition specialist was on hand for
other comments and answered questions
during the day.
The continued support and aid of
Florida cattlemen for 4-H beef cattle
work was asked for in a talk by Pace.
He complimented the group for their
support and efforts in that line in the past
and outlined several of the worthwhile
projects carried on by boys and girls of that organization.
Event was concluded with several
farm equipment demonstrations and an-
other tour of the station pastures.

Two 4-H’ers Get Awards
From Pasco Cattlemen

The Pasco County Cattlemen’s Associa-
tion at a meeting in October gave awards
to two 4-H Club boys for their achieve-
ments in the field of livestock during
1954. Stewart Herring received a trophy,
presented by R. A. Young of the Ralston-
Putina Company, for fitting and showing
the grand champion fat steer at the 1954
Pasco Fair.
Stewart also sold the two steers he ex-
hibited at the Southeastern Fat Stock
Show.
Leonard Steiert got a certificate from
Assistant County Agent Carlisle Byrd for
his work in meat animal projects.

Proudly Announcing

the purchase of the International
Shorthorn Congress Sale Champion!

Jacklen Farms is proud to announce the purchase of a new herd sire... WL
Bank Standard 8th, champion bull of the 1954 International Shorthorn Congress
Sale, Chicago. At the same time he was a member of the winning get of
sire entry at the International Livestock Exposition as well as the winning pair
of yearlings entry. Also at the International he was selected as the top junior
yearling Shorthorn bull. On top of this he was junior champion and reserve
grand champion at the Iowa State Fair. And that isn’t all! He is the son of
N-Bar-Prince, 1950 International champion, and one of his full sisters stood
first in her class at the 1953 International.

Visit Florida’s largest Polled Shorthorn breeding establishment. Visitors welcome at
all times. We have service age bulls for sale at this time—and we’ll soon have heifers
for sale bred to our new sire.

JACKLEN FARMS
C. R. (Jack) Hooker and Lennie O. Hooker, Owners
Ph: (Day) 565
Ph: (Nite) 6-0706

PLANT CITY, FLORIDA

DIXIE D
Shorthorns

Rt. 1, Box 148, ODESSA, FLA.
Again . . . an offering of Registered Brahmans

OF TOPMOST QUALITY

40 HEAD

WILL SELL IN THE MAYO SHOW PAVILION

ON THE GROUNDS OF THE

FLORIDA STATE FAIR

BEGINNING AT 6:30 P.M., FRIDAY,

FEBRUARY 18, 1955

The demand for registered Brahmans for export has depleted Brahman herds throughout the country with the result that breeders can support only one auction sale during the current show season. The second Pan-American Brahman sale to be held in connection with the Florida State Fair in Tampa is the only such sale scheduled under EBA sponsorship and represents the finest opportunity in the history of the breed to obtain quality cattle.

Forty head are to be catalogued . . . including bulls, herd bull prospects, bred and open heifers and bred cows. For your copy of the catalog, please write to Al Cody, secretary . . .

Eastern BRAHMAN ASSOCIATION

Affiliated with American Brahman Breeders' Association

LIVESTOCK EXCHANGE BUILDING • KISSIMMEE, FLORIDA

Are you producing the modern high-lean beef demanded by retailers of prepackaged meat? Brahmans can help you to a more profitable operation. Write for our latest literature.
Associated Press managing editors—500 strong—saw Brahmans and ate Brahman rib roast as guests of the Eastern Brahman Association during their recent convention in Tampa. At left, Felix Guerra, Tampa Terrace Hotel doorman, is shown leading Lady Valentine Manso through the hotel patio, as Gilbert Tucker of Cocoa, A. Duda and Sons Ranch manager, and Henry O. Partin of Kissimmee, owner of the heifer, watch. Panel at right shows Duda’s Emperor Manso 24th, left, and Lady Valentine Manso in the lobby entrance where the visiting managing editors saw them before the dinner.

AP Managing Editors See, Eat Brahmans at Tampa

Approximately 500 members of the Associated Press Managing Editors Association of North America left their annual convention in Tampa with a much better knowledge of the Florida cattle industry and purebred Brahams after the Eastern Brahman Association sponsored a live exhibit and rib roast dinner for the group.

Throughout the day of November 19 two purebred Brahams were tied in the lobby entrance of the Tampa Terrace Hotel, convention headquarters. The 1900-pound grand champion herd sire, Emperor Manso 24th, owned by A. Duda and Sons of Cocoa, and the grand champion female, Lady Valentine Manso, owned by the Heart Bar Ranch of Kissimmee, were guests of honor of the visiting newspaper managing editors.

The EBA was host at the APME annual banquet on November 19 and served the group a Brahman prime rib roast dinner. The “Eat More Beef” campaign theme was carried out throughout the exhibit and dinner.

On hand to answer thousands of questions concerning the Florida cattle business and the Brahman breed were: Henry O. Partin and L. S. Harris of Kissimmee; Gilbert Tucker, Cocoa; Al Cody, EBA Secretary, Kissimmee; and Jim Park, Eastern States Fieldman for the American Brahman Breeders Association.

The editors, who came from throughout the United States and Canada and as far away as Japan, went back to their desks with literature, pictures, and prepared stories on Florida Brahams. The ABBA central office in Houston, Texas, assisted in the program by preparing and mailing additional information about the breed directly to the newspapers represented.

Fanning Springs Show to be Larger

The largest number of cattle entered in the affair is expected for the Tri-County Cattle Show at Fanning Springs, January 18-20. Extra pens will be provided, in addition to the show barn, to accommodate the expected overflow for the fat steer show. The barn at present holds 120 animals.

The show, limited to residents of Levy, Dixie and Gilchrist counties, will have both adult and youth divisions. In the adult show the animals must be purebreds, although grade females are allowed in the youth show, show officials report.

Individual steers and all breeding stock must be halter broken and tested for Bangs, TB and Shipping Fever 30 days before the show.

Minimum weight limit for steers has been set at 450 pounds and only steers graded Good or better by U. S. Government standards will be allowed to compete. All the entries in this show must be owned and in the hands of the exhibitor at least 90 days prior to the show.

All exhibitors who plan to enter a pen of three or a car lot of 10 steers are asked by the fair association to write the secretary, Leonard Cobb of Trenton, for pen space.

for January, 1955
FD BRAHMANS

Emperor & Manso bloodlines

- We’re proud of our herd of registered Brahmans and cordially invite you to drop by and visit with us at any time. Drop by and inspect our offering of weaned bulls we now have for sale.

CHICA EMPEROR . . . our herd sire

DUN WANDERIN RANCH

Ranch located seven miles west of West Palm Beach on Florida Highway 80.

Frank Doudera, Owner, Star Rt. 1, Box 105, WEST PALM BEACH, FLA.

Registered Brahman Cattle

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Phone 3-5091  Bartow, Fla.

Ranch West of Dundee

SUNUP RANCH

On the St. Johns River

Registered Brahman Cattle

J. V. FORD

Phone EA-5-4926 or EA-5-2326

321 Oak St., Palatka, Fla.

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W. E. Oxley, Owner

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Registered Brahman Cattle

L. E. FUGLE

DEEP CREEK FARMS

Registered Brahman Cattle

W. H. Clark, Owner

CALLAHAN, FLORIDA

Advertise!

POLK Brahman Farms

LAMAR BEAUCHAMP, Owner

Phone 3-2720 or 3-8031

WINTER HAVEN FLORIDA

Registered Brahman Cattle

Our registered Brahmans represent some of America’s best bloodlines. Come by and see our herd. We have a few bull calves for sale now.

Circle “O” Ranch

Eugene O’Reilly, Owner

Rt. 1, New Smyrna Beach, Fla.

Phone 674—Ranch located near Samsula

Registered Brahman Cattle

In these times when marketing conditions make profits difficult, cattlemen are realizing more and more that the bull is half the herd, and that it is the greatest economy to use the very best bulls that can be obtained. Registered cattle for sale at all times.

HENRY O. PARTIN & SONS

HEART BAR RANCH

PHONE 5603  * Visitors Always Welcome  * KISSIMMEE, FLORIDA

Registered Brahman Cattle

Doudera Ships Chica Emperor to Colombia

Frank Doudera, owner of Dun Wanderin Ranch at West Palm Beach, reports that he made a shipment of eight registered Brahman bulls and females to Colombia in September with the shipment including Chica Emperor, Doudera’s former herd sire.

Upon his arrival in Colombia this bull won the grand championship at the Neiva Livestock Show and another bull—less than a year old—that arrived in the same Doudera shipment won his class.

Doudera also reports that he made another shipment of five in November.

New herd sire at Dun Wanderin is Sugarland’s Alabacrata Jf. 336, sired by Alabacrata Jr., and bred by U. S. Sugar Corporation at Clewiston.
Clear Lake
(Continued from page 54 B)
$8.8 in May; 400 pounds 10-0-10 in August (this application was omitted for the group of steers on supplemental feed); 150 pounds 33-0-6 in October.
It is interesting to note that all fertili-
izations were correlated with weight gains and laboratory analysis of soil and forage which were taken every two months by a disinterested party. In this way the leafy portion of the Pangola grass was kept above eight percent protein with minimum costs, according to the Florida Ranch Lands officials.

<table>
<thead>
<tr>
<th>Per Acre Steer Cost</th>
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<tr>
<td>Fertilizer ...........</td>
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<tr>
<td>Minerals* ............</td>
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<tr>
<td>Management labor, etc.</td>
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<tr>
<td>Maintenance ..........</td>
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<tr>
<td>Interest on land ($100 at 5%)</td>
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<tr>
<td>Interest on steers (6% 5%)</td>
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<tr>
<td>TOTAL COSTS ........</td>
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*180 lbs of 18% protein mineral and 70 lbs. One mix mineral

Net Profit Per Acre

1971 lbs. commercial beef @ 14c* .... $275.94
Net profit per acre ..................... $85.97

*This spread of 4c per lb. should be less with better grade yearlings going in or with poorer quality grass.

An Outstanding Record
In September and October of 1954 our Brahman bulls, Charbray, Charolais, Brangus and Brahman bulls from yearlings to breeding age.

U. S. Sugar Corporation
OWNER OF SUGARLAND RANCH
Located one mile West of Clewiston on U. S. 27.

CLEWISTON FLORIDA

An Expression of Appreciation
We wish to take this means of thanking our many friends throughout the United States and Central and South America who recently visited our ranch. It was an honor to have you and we hope you will visit us again.

J. D. HUDGINS
HUNGERFORD, TEXAS
"Beef-Type Brahmans"
WELCH, OKLAHOMA

for January, 1955


Efficient Production of Forage
And Citrus By-Products Helps

Feed Lot
Feeding in Florida

by Byron B. Johnson

The efficient and relatively cheap production of roughage, together with the availability of citrus by-products, are largely responsible for the increased activity in cattle feed lot feeding in Florida, according to the management of Norris Cattle Company, Ocala.

Norris has for several years been advocating and practicing the production of various silage crops as a feed ingredient for cattle fattening, and also as a maintenance diet during the winter months. Yields of the various crops have been very satisfactory and the ensiling in trench silos has been completely satisfactory. In addition to corn, the main crop, they have also utilized hegari, Alyce clover, Hairy Indigo, Pangola and other grasses. All of these are ensiled and preserved in excellent condition.

Once the feasibility of roughage production had been established, the Norris Company set about devising and designing the most efficient and effective feed lot system which would be practical. They do not claim that theirs is the best, but they do feel that, for an operation which is sufficiently large to lend itself to mechanization, the accompanying pictures show a feed trough design whereby large numbers of cattle can be fed with a minimum of labor and capital outlay.

The feed troughs were constructed by farm labor, using a movable form, similar to those used on highway curb construction. The raised center portion merely forms the back sides of the feed troughs and guide for the truck tires, so strength of construction was not important. However, the bottoms of the troughs must bear the weight of a loaded truck and must be constructed accordingly.

The length of the trough is variable and should be determined by the size of the feed truck being used. Each load of feed should be weighed and calculated to feed the cattle eating from one trough. It would be impractical to have the trough longer than a truck load could fill, and uneconomical to have it much shorter. Norris has found that with a bulky ration and using a regular Farmhand mixing body that a 150-foot trough is about right.

The feed is elevated into the truck mechanically at the scale and the different ingredients in the ration are spread out in layers. The mixing action of the truck at the time of unloading accomplishes all of the mixing found to be necessary. Molasses is also incorporated into the ration, being applied to the silage on the elevator as it goes into the truck. The proper amount of molasses is controlled by use of a molasses pump and meter.

Silage, the ingredient comprising the greatest bulk, is brought from the trench silo to the mixing area by a dump truck where it is dumped on the elevator platform. In the trench silo the truck is loaded by hand and an elevator, a Hopi digger, or a dradline. Any necessary number of trucks can be used bringing the silage to the scale. From this point the feed is handled by the mixing truck. This truck can be completely loaded in less than five minutes. Once the truck reaches the feed lot, enough mixed feed can be discharged to feed a hundred head in less than two minutes, using the labor of only one man.

Another big advantage of this trough system is that the truck does not drive into the lots. The driveway is also the feed trough so that a paved roadway during muddy conditions is not necessary in order to complete the feeding.

The Norris Cattle Company will be glad to have any interested parties inspect their lots at either Anthony Farms, Ocklawaha Farms, in Florida, or Flint River Farms, Montezuma, Georgia.

Egg Prices Stay Down

For the first time on record, egg prices received by farmers this past year did not rise seasonally from spring to fall.
Brahman Sale Will Be Held in Tampa in 1955

Sponsorship of only one sale of registered Brahmas—and that one to be held in conjunction with the Florida State Fair Brahman show—was voted by directors of the Eastern Brahman Association at their November meeting in St. Petersburg, according to O. L. "Slim" Partin of Kissimmee, president of the group.

The Tampa sale—set for 6:30 p.m. Friday, February 18—will consist of 40 head of registered bulls and heifers, with emphasis on the younger age groups. The sale will climax the International Cattlemen's Event—a full week of activity to which Latin American cattlemen will be invited.

Last year three sales were held—at Tampa, Ocala and Bartow—but a shortage of Brahman breeding stock will make it impossible to support more than one in 1955, Partin said.

The show and sale committees, of which Gilbert Tucker of Cocoa is chairman, will have responsibility for procuring the cattle.

The program at Tampa will begin with arrival of visiting cattlemen on Sunday evening, February 13. It is expected that many will arrive from Houston where the Houston Fat Stock Show closes on the preceding Friday. Monday is set aside for participation in the annual Gasparilla Carnival and Parade, and on Tuesday and Wednesday a special effort will be made to plan tours which will take the Latin American visitors to various ranches and breeding farms throughout the state.

Thursday—International Day at the fair—is also the day of Brahman judging. During the evening is the parade of state fair beef show champions followed by the glittering Ybor City Gasparilla illuminated parade.

Friday is also set aside for tours of cattle ranches or other places of interest, climaxd by the Eastern Brahman Association 1955 Auction Sale.

Recent Brahman Sales Made to Tennessee

Recent Brahman cattle transfers have been reported by two breeders in the Palatka area—J. V. Ford's Sunup Ranch and Bill Reid's Diamond R Ranch.

Sunup sold a young bull to Paul Gray of Gray Brothers at Bristol, Tennessee, while Diamond R sold five heifers to the same buyer. Gray's chief business is dairying.

Don't forget to attend the Florida State Fair February 5-19!
Belle Glade to Be Site of Field Day January 20

South Florida cattlemen will certainly want to be on hand for a full and interesting schedule of talks and demonstrations at the Cattlemen’s Field Day to be held in the Mayo Pavilion at the Everglades Experiment Station, Belle Glade, January 20.

That’s the word from R. W. Kidder, animal husbandman at the station. “While the program at this stage is listed as ‘tentative’ we are confident that it will be one that will be considered worthwhile from every standpoint.”

Assembly and registration for the event is to begin at 8:00 a.m., with the program to officially get underway at 9:00 with remarks of welcome by M. U. Mounts, Palm Beach County Agent. And after several brief talks the morning portion of the program is to include a tour of the station’s pastures from 10:00 until noon.

The afternoon session is to get underway at 1:30 with a talk on pasture fertilization as related to animal health, which is to be given by A. E. Kretschmer, Jr., assistant soils chemist, and will conclude with panel discussions led by Dr. W. T. Forsee, Jr., chemist in charge at the Everglades experimental unit. This will be conducted in a question and answer manner.

Other morning speakers will include Kidder, who will talk about better breeding and better beef, D. W. Beardsley, assistant animal husbandman, who is slated to speak on the subject of evaluating the varieties of grass for livestock, and R. J. Allen, Jr., assistant agronomist, who will give a talk on winter forage requirements.

Assistant County Agent H. L. Speer will preside over the morning session while John Causey, another assistant to Mounts, will preside over the afternoon session.

Beardsley will talk about finishing steers in green lot, while Kidder will discuss feeding the breeding cows according to the program for the afternoon session.

Other persons slated to appear during the field day are: V. E. Green, assistant agronomist; F. T. Boyd, associate agronomist, Plantation Field Laboratory; D. S. Harrison, assistant agricultural engineer; Bayard Toussaint, herdsman; N. C. Hay- slip, associate entomologist, Indian River Field Laboratory; V. L. Guzman, assistant horticulturist; R. S. Cox, associate plant pathologist; W. G. Genung, associate entomologist; C. W. Kidder, veterinarian; John Ladd, herdsman; George Wedgeworth, cattlemen; George Young, livestock market operator.
Herd Units to Be Feature in Cannon Sale

A top feature of the Cannon Duroc Farm sale offering at Live Oak on Monday, January 24, will be several swine herd units which will consist of one male and four unrelated females, according to Tom Cannon, Jr.

In addition to the herd units, the sale offering is slated to consist of 30 bred gilts and 20 boars, all registered Durocs bred and raised in Florida by Cannon. Sale will be held at 2:00 p.m. with the location to be the Farmers Tobacco Warehouse in Live Oak. Auctioneer will be Carman Y. Potter of Jacksonville, Illinois.

Many of the gilts in the sale will be bred to Model Star, Cannon's new boar purchased recently from Simpson Brothers of Gower, Missouri for $500 and who won the junior and reserve grand championship at the 1954 Suwannee Valley Show in Live Oak. The get and matings of other top Cannon boars in the sale include: MG Gold Promoter 27, grand champion at this year's shows in Live Oak and Tallahassee; Sonny Boy, five times a grand champion; Red Fascinator, senior and reserve grand champion at the 1954 Florida State Fair and sire of adult and FFA champion barrows at Live Oak and FFA at Tallahassee; Cannon's Red Leader, described as one of the cleanest boars Cannon has ever owned.

Another feature of the sale is Fascinator Lady 13, grand champion sow at the North Florida Fair in Tallahassee and selling bred to Model Star.

Catalogs and further information concerning the sale offering can be obtained by writing Cannon at Live Oak.

Sows getting a little aureomycin in their ration farrow larger litters than those not given it, reports the Iowa Experiment Station. Also, fewer pigs died during the first three days after farrowing in litters by the aureomycin-fed sows.
Established 1941

We are experts in the transportation of cattle to Latin American countries and thoroughly familiar with the various requirements. We will relieve you of all details—arrange transportation—prepare all necessary documents in the required language—attend to all consular and customs export matters—arrange to receive and care for your stock on arrival pending export—supervise loading and shipping, etc.

We will act as your export department for a very modest fee. You can prepare necessary documents in the required language—attend to all consular and customs export matters—arrange to receive and care for your stock on arrival pending export—supervise loading and shipping, etc.

Correspondence invited—references exchanged—write for transportation rates to any point in South or Central America.

ARTHUR A. ATKINSON & ASSOC.
1501 Pacific Bldg., Miami, Fla.
Ph. 3-8296
Established 1941

De Soto Fair First in '55

The second Annual DeSoto County Fair and Livestock Exposition is to be held at Arcadia on January 10 through 15. The fair this year is putting forth a great effort to stress livestock in all phases, "We have added breeder classes of Angus, Santa Gertrudis, Brahman and Hereford," reports George M. Wallis, who is in charge of the show.

Outstanding exhibits will be the steer show, and the grading demonstration, showing calves and steers in their proper grades. A demonstration of the cuts of beef on a live animal will also be a feature.

Judge will be Jim Pace, University of Florida extension animal industrialist, on Tuesday, January 11. The 4-H and FFA Classes will be judged in the morning and adult classes in the afternoon. The Grand Parade and the placing of championships and awarding of trophies will be held in the evening starting at 8-9, Wallis reports.

In order to help stimulate competition trophies are being given as follows:

Best animal bred and born in DeSoto County, donated by Lanier and Sons; Best animal fitted on citrus pulp, donated by DeSoto Feed Mill; Best animal in the entire fair, donated by Fred Pruitt, Kelston Purina Company; Best 4-H and FFA animal, donated by K Post 11, American Legion.

Other features will be a Stock Horse Show, calf roping and a Milk Goat Show.

West Florida Dairy Show
Is Staged at Chipley

Many dairy animals are entered in event; New area pavilion is dedicated

The West Florida 4-H, FFA and Open Dairy Show in Chipley, November 15, attracted contestants from nine northwest Florida counties who competed in the new livestock pavilion. The dedication of the building by L. H. Lewis, director of state markets, opened the show in which ribbon winners won a total of $1063 in cash premiums in three divisions.

Former Senator Ollie B. Shivers accepted the building in behalf of the city of Chipley. The Washington County Commissioners hosted a free barbeque and fed over 1000 of the visitors as part of the festivities.

The State Department of Agriculture, the Vocational Agricultural Department, and Extension Service, the city of Chipley, Washington County, the Chipley Kiwanis Club and Southern, Forestern and Borden Dairies sponsored the show and the judging contests. All of the animal judging was handled by T. W. Sparks and S. P. Marshall according to the Modified Danish System.

Winners in the Dairy Show were as follows:

4-H
Blues to: Eugene Evans, Jackson; Johnnie Mitchell, Washington; Billy Joe Allen, Jackson; Marvin Crutchfield, Jr., Jackson; Robert Mach (3), Jackson; Joe Huddon, Jackson; Charles W. Mach (2), Jackson; Cecelia Shack, Jackson; Martin Shack, Jackson; Emil Crutchfield, Jr., Leon; Buddy Mitchell, Washington; Milton Pittman, Jackson; Robert Crutchfield, Jackson; Don Plane, Keech, Jacksonville; Jimmie Nickson, Jackson; Edward Crutchfield, Jackson; Martin Shack (2), Clevel Cr Weight, Eacumbria; Anita Ford, Gadsden; Robert Olive, Jackson; Jack Ford, Gadsden; Charles Crutchfield, Jr., Jack; Don Hamon, Leon; Tommy Williams, Washington; Ray Grout, Chipley; Whites to: Robert Cushing, Washington; Kenneth Jefferson, Washington; Orren Shumaker, Washington; Clyde Hood, Washington; Judging contest: Leon, Holmes, Washington; Jackson, Washington, Santa Rosa; Walton; FFA
Blues to: James Cope, Marianna; Bobby Ray Durden, Havana; Paul Monk, Havana; George Ford, Quincy; Clyde Hood; Red to: George Ford (3); Paul Monk; Wayne Chance (3); Chipley; Don Ray Durden (2); Roger Davies, Havana; Charles Schack; George Ford; Tommy Carroll, Bonifay; Whites to: J. Lee Smith, Chipley; Don Brock, Marianna; Paul Monk; Ken Cook, Vernon; Harry Faqua, Altha; Judging contest—Bonifay, Graceville, Quincy, Chipley, Bethelham, Malone, Greenboro; Open
Blues to: M. Crutchfield (2); M. Schack (4); N. Tipton, Jackson; Meril Dillard, Leon; Erm Selle, Leon; Clyde Crutchfield; Bobby Akun, Washington; Don Hanson, Leon; Reds to: Penn King, Jackson; E. Tipton (4); Jackson; C. W. Enfinger, Washington; W. Crutchfield; Ronnie Clement, Washington; Vernon Ko- witz, Washington; El Carr, Washington; F. R. Clements, Washington; Lee Stanton, Washington; John Dickinson, Washington; Whites to: N. Tipton (4); Tipton; C. Enfinger; Lee Stanton; Vernon Kowit; John Dickinson; Judging contest—G. R. Williams, M. A. Schack, Milton Slav, Emy Selle, C. C. Selle, Sr., Mrs. Jack Tison, W. R. Crutchfield, J. P. Davis, Robert Ward, Lula Dean.

Clay County Pasturage
Promises Good Grazing

Clay county pastures, reports County Agent Charles C. Below, have made fine growth during the past few weeks and promise much good winter grazing for cattle.

Timely applications of fertilizer in late summer and early fall and good rains stimulated growth of grass. Some farmers have harvested hay and silage from surplus pasture.

Below also reports that farmers have planted oats and sweet yellow lupine to provide temporary grazing for their herds during the winter.

The Florida Cattlemaster
Program for Fat Stock Show at Ocala Announced

THE BIG week-long Southeastern Fat Stock Show and Sale at Ocala starts this year on Monday, February 28, and runs through Sunday, March 6. The affair will include judging of Angus, Shorthorns, Herefords, Brangus, and Santa Gertrudis, purebred sales, youth judging contests, a rodeo and a street carnival. A cattlemen's dinner and dance is scheduled March 5, in the City Auditorium.

Starting the parade of events off is the Angus show and sale on Monday. Steers will also be weighed and sifted. The following day, Tuesday, the 4-H and FFA members will compete in judging contests, and Shorthorns will be judged. That night an awards banquet is scheduled for the junior steer exhibitors.

The Pilot Club Street Carnival is set for Wednesday after the Hereford show and sale. Brahman and Brangus take the spotlight Thursday with judging of both breeds. At present there are no plans for a sale. The dinner and dance follows that night at 9:00 p.m.

Shorthorn and fat steer sales are scheduled Friday, and at 8:00 p.m. the Lions Club rodeo begins, with additional performances on the following two days. The last livestock event of the program is Santa Gertrudis judging Saturday, with the rodeo climaxing the show on Sunday.

All the livestock shows and sales and the judging contests will be held in the Southeastern Fat Stock pavilion, a mile northeast of Ocala.

Double Cattle Entries Expected at Clewiston

Through the cooperation of the county commissioners of Hendry County, the Sugarland Exposition will be able to double the number of beef and dairy cattle for the exhibition at the Clewiston Fair Grounds, January 25-30. Another barn, the same size as the one built last year, is in the process of construction. When complete it will accommodate 32 head of cattle.

Last year the Exposition featured such major beef breeds as Angus, Hereford, Santa Gertrudis, Brahman and Charolais.

Madison County farmers have more acreage in wheat this season than ever before, according to County Agent O. R. Hamrick, Jr. It has proven to be a very good winter grazing crop in Madison County.

August and early September were very dry, but rains in late September provided enough moisture for seeding oats, rye, lupine, clover and wheat.

for January, 1955
ON NOVEMBER 28 the Milk Commission advised all distributors and producer-distributors that a "stop order" or effective December 1 would be enforced in the so-called "Class 1-A milk." It ordered that it does not recognize "Class 1-A" for milk and states that "distributors and producer-distributors shall pay to their respective producers a price not less than a minimum producer price established by the Florida Milk Commission for all milk utilized in "Class I Channels".

The above statement means very little to the average dairy farmer unless he has been personally acquainted with this so-called "Class 1-A milk."

THE STORY BEHIND THE HEADLINES. The Milk Commission Law provides that dairy farmers shall be paid the minimum price set in their market areas. During the last session of the Legislature, your Association was instrumental in seeing that a uniform base-setting period was written into the amended law requiring that dairy farmers give plants 90 days notice, and that plants give dairy farmers 90 days notice of termination, contingent on such notice being given by a uniform date in every marketing area. This was important to dairy farmers. In some areas base-setting periods had been established by different plants with different dates.

The dairy farmers might be notified that he was being discontinued as a shipper by one plant and find that other plants had already set their base periods and that he, as a result, would lose his base.

About the first of August the Foremost Dairies plant in Pinellas County notified their producers that, starting November 1, they would pay the regular Class 1 price of 59 cents a gallon for Class 1 sales in Pinellas County but would only pay them 50 cents a gallon for "Class 1-A" sales which were to be those sales of Class 1 milk that were sold outside Pinellas County.

In addition, it was "suggested" that the producers rebate one-half of the rebate for advertising on the so-called "Class 1-A" milk. The Foremost Dairies for advertising that only milk producers were told that if this plan was not accepted by them they could make arrangements to sell their milk elsewhere on November 1 since Foremost would be able to supply all of their needs from their own farms in the Lake Okeechobee area.

Your Association was drawn into this controversy since we had several members who were shipping to Foremost and requested us to protest this action for them before the Milk Commission. In one letter from an FMPA member he requested that his name not be used "for obvious reasons!"

This action on the part of Foremost, if it had not been stopped, would have resulted in complete breakup of the price structure of milk in the State of Florida and would have created the very same situation on the uniformity front that the Milk Commission has tried so hard to guarantee for milk offered for sale in those counties. "We want to comply with all regulations," Paul declared.

The denial followed charges made 10 days ago by County Commissioner Ralph S. Clark Jr. that a Foremost representative had offered $500 to Dr. Neill for his 'favorite charity.'

"Paul's statement was made after he had conferred with Commissioner Herman Burnett and Dr. Neill about Foremost selling milk in this area."

"Burnett said Foremost was welcome to sell milk in Manatee County so long as it complied with regulations but suggested the dairy would get along better here if it purchased milk from local dairies rather than bringing it in from 'far off places.'"

IN THE DECEMBER ISSUE we reported a clipping from the Miami Daily News of October 20, which report was entitled "Milk Laws Need to be Strengthened!" The article read as follows: "Legal loopholes recently let five dairies here escape prosecution on charges of watering milk."

The public is entitled to strong laws on this subject. The milk industry itself has a big stake in safeguarding the public against adulteration.

Yet industry sources reportedly are sponsoring changes in Florida's milk control law which Dr. T. E. Cato, county health director, says would actually permit adulteration so we can't catch them at it."

"Existing laws have been proved too weak to permit prosecution. Far from being weakened further, Florida law needs to be made foolproof so that no one in the industry can evade punishment for adulterating milk."

THE CLIPPING was sent to Dr. Cato and the reply as follows:

"I am pleased to acknowledge receipt of your letter of November 10, 1954 with the enclosed clipping from the Miami Daily News."

"The clipping refers to a meeting of my Board which was held to discuss a draft of a proposed bill to amend the milk laws in Florida that had been drawn by the counsel for the Southern Dairies. My Board did not approve of this proposed legislation, as we thought it would permit reconstituting and adulteration of milk as well as several other objectionable features."

"I have now discussed this with Mr. C. D. Wayne of Southern Dairies who is president elect of the Florida Dairy Association. Mr. Wayne assured me, and I have a letter signed by Mr. Boyd as the president and Mr. Wayne as vice president of the Florida Dairy Association, that their Association would not sponsor this bill which had been handed to me. They also promised that they would not sponsor any other legislation that was not submitted to us at least 30 days in advance."

"If they do submit any bill that we think is not good for the producers and for the consumers of the State I will notify you immediately, as I am sure that the Florida Milk Producers' Association would not have approved the proposed bill that we discussed. Very truly yours, (Signed) T. E. Cato, M. D., Health Commissioner."

CODE OF FAIR TRADE PRACTICES. On October 12, 1937 the Florida Milk Commission, by their official order Number 20-C established a Code of Fair Trade Practices in the milk industry. In the next issue of the Newsletter, we will discuss this code and the move that is under way to either amend or rewrite the Code.

WE HOPE THAT all Dairy Farmers of Florida have had a Merry Christmas and we wish to remind you once again that the best way to guarantee a Happy New Year is to make sure that your dues are paid into the FMPA so that you will have an organization working for you 12 months of the year."
Whatever Your Requirements for Farm and Ranch Supplies SEE US FIRST!!

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Delivery Service Anywhere in Florida

FOR YOUR WINTER STOCK FEEDING

<table>
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<tr>
<td>American double-wrap</td>
<td>$8.40</td>
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GALVANIZED ROOFING

5V Crimp                 $8.80 per square
1 ¼ inch Corrugated       8.30 per square

NAILS

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To our many old friends and to the new ones we hope to serve in 1955 we wish a very MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR!

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J. B. Hawkins Is Panel Member at Bankers Meeting

Closer cooperation between Southeastern bankers and their customers in the livestock business was suggested by J. B. Hawkins, manager of the Lykes Brothers meat packing plant in Tampa, at the Third National Agricultural Credit Conference of the American Bankers Association held in Memphis, Tennessee, last month.

Hawkins served on a panel of livestock experts at the conference. Predictions were that cattle prices would remain unchanged from present levels during 1955. It was during a discussion of the fast growing livestock business in the southeastern states, that Hawkins made his remarks.

“My suggestion to a banker in the Southeast would be to get to his customers, to do a little better job of marketing their livestock,” Hawkins said. “I don’t think there is any question but that there is more room for improvement there than any other thing except the possibility of improving his breeding.”

He also urged the bankers to get their customers to become more familiar with meat packers within their area so they “would have a clearer picture of the true value of livestock at all times.”

Another panel-member at the conference was Jay Taylor, president of the American National Cattlemen’s Association, who predicted per capita beef consumption will jump to 80 pounds in the coming year. He pointed to the fact that for 50 years consumption averaged 60 pounds, but after a “tremendous” campaign last year by “everybody on the beef team” the figure rose to 76 pounds.

In the matter of 1955 beef prices, the panel agreed that the outlook is brighter over the long run than the immediate future.

“We are in this adjustment period where we have to mark time for a while until the population once again catches up,” a spokesman for the panel said. “It will be a long-run proposition to build the productiveness and build the financial structure, and I think we will have a brighter future if we maintain our incomes and our population growth,” he concluded.

Guernseys Exported To Bogota, Colombia

Nine farms from five states shipped via air 126 purebred Guernseys to A. M. and Arturo Pradilla of Bogota, Colombia. The Guernseys, which were flown from Miami International Airport last month, included 122 heifers and four bulls.

The Florida Cattleman
Polk Youth Fair

(Continued from page 58)

bought the second highest-priced steer, an 898-pound animal, from Jimmy Denemark, Medulla 4-H member for 75 cents a pound or a total of $676.35.

Johnny Thomas's 775-pound reserve champion Angus steer, bred by Grover Howell's Tom-John Ranch at Bartow, sold to Table Supply of Bartow for 70 cents per pound. The actual purchase was made by Winn and Lovett vice president, M. H. Hollingsworth.

The heaviest animal in the sale, an 1155-pound steer, raised by Mac Strickland of Bartow, went to the Mid-State Packers of Bartow for 45 cents a pound.

Publix was the largest buyer of the sale, paying out $5,443 for 16 head. Winn and Lovett bought in behalf of Table Supply, Kwik Chek and Margaret Ann stores and purchased seven head for $2,216.

Additional buyers, with amount spent, were as follows:

Kuder Cirus Pulp, Lake Alfred $612; People's Bank, Lakeland $295; Florida National Bank, Bartow $289; A. L. Wright, Bartow $310; Swift and Company, Ocala $886; C. Wilson Construction Co., Bartow $195; Gibson and Wirt, Bartow $117; Publix Bank, Auburndale $966; Mitchell Chevrole-

Judging Contests Climax Youth Fair

The 4-H and FFA livestock judging con-
tests Saturday morning climaxed the Polk Youth Fair. The competition was keen in every class and a narrow margin was usually the difference between the young contestants in the final standings.

The Fort Meade FFA team of Joe Davis, J. W. Manley and Johnny Thomas scored 592 points out of a possible 600 to win the FFA beef cattle judging contest. Ocala, Kathleen, Bartow and Winter Haven followed in that order. Kathleen's Don Sutton posted the highest individual score—156 out of a possible 200 points.

In the 4-H competition the contestants competed individually and not by clubs. The beef judging winner was Sonny Howell, Lake Wales, with 198 points. Howard Bass, Lake Wales, David Tice, Bartow, and Freddy Clark, Bartow, were close behind him in that order.

The best FFA dairy judging team was also from Fort Meade. The team of Russell Barefoot, Hugh Davis and Ralph Durranee chalked up 555 points out of a possible 600. Auburndale was second, Lakeland third and Bartow fourth. The high individual was James Plant of Auburndale, who earned 36 points. Francis Henney, Lakeland, finished second and Bill Thompson, Kathleen, third.

Ginger Lyle of Bartow with 162 points won first place among the 4-H dairy judges, followed by Charles Addison, Bobby Jamison and Robert Thornhill.

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The Kaufman Feeder is built in six and eight foot sizes. The six-foot feeder ($185.00), storing 1500 to 1800 pounds, will handle 60 to 80 calves. The eight-foot feeder ($205) holds 1800 to 2500 pounds of dry feed, will care for 80 to 100 calves. Prices subject to sales tax.

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Name
Address

for January, 1955
FCA Convention

(Continued from page 22)

FCA president and now an American National vice president, made the presentation.

Budget . . .

Collections were good during 1954. Treasurer R. Elmo Griffin of Kissimmee told the group, with only four counties failing to pay their complete assessments, and only one of these failing to make at least a substantial part-payment—Levy.

For 1955 the association adopted the recommendations of its finance committee calling for a budget amounting to nearly $24,000, including some $4500 for beef promotion or to reimburse the reserve for 1954 beef promotion.

The budget represents a levy of about two and a half cents per cow in counties having cattlemen’s associations.

Directors . . .

In meetings both before and after the convention, directors took care of minor business matters as follows:

(1) Approved presentation of cowboy hats to southern governors at the conference held in Boca Raton in early November;

(2) Requested the Secretary to continue reports on a cattle industry float in the Orange Bowl parade at Miami;

(3) Voted to take no action on a Florida Highway Users Conference plan to encourage use of more state funds on highways;

(4) Congratulated Brahman breeders for feeding Brahman rib roast to Associated Press Managing Editors at the recent Tampa convention;

(5) Referred a film project described by State JayCee Livestock Chairman James Cowart of Wauchula to the beef promotion committee;

(6) Noted no action by other markets to contribute 10 cents per head for beef promotion, and voted to write Judge Alto Adams of the Okeechobee market thanking him for his offer;

(7) Voted to cooperate with Alterman Transport Lines, Inc. in getting ICC permission to operate refrigerated trucks hauling beef from points in Florida to points in the East;

(8) Heard a suggestion from S. L. Crochet of Clewiston that three “vice presidents” be elected in the future instead of one first and two second vice presidents as at present.

Juniors . . .

The Junior FCA asked for a chance to help in the beef promotion program and decided to meet at Gainesville prior to the Herdsmen’s Short Course April 14-16, in actions approved by FCA. Alachua County Cattlemen’s Association, through its President Ralph Cellon, invited the group to be Alachua’s guests at a barbecue at that time.

Other Business . . .

Attendance was down for the Orlando meeting, with only 150 registering during the three-day event and officers expressed the opinion that the decrease was largely due to the absence of pressing problems for the industry.

Mrs. P. E. Williams of Davenport told of the work being done by the national kowbelles, stressing a cookbook containing recipes for cooking beef in 500 different ways.

Resolutions . . .

WHEREAS the smooth functioning of the Florida Livestock Board is a matter of vital importance to the livestock industry of Florida; and

WHEREAS the Florida Cattlemen’s Association has previously voiced its unanimous condemnation to
this Board for its integrity, ability and effective discharge of its duties; and
WHEREAS the present Board has functioned in a most efficient and creditable manner.

 THEREFORE BE IT RESOLVED that Governor-elect LeRoy Collins be asked to continue the present Florida Livestock Board intact.

II—NATURAL GAS

WHEREAS the question of natural rights is a matter of vital importance to livestock producers in Florida as well as throughout the nation, and

WHEREAS a recent Federal Supreme Court decision affirmed that the Federal Power Commission could set the price of natural gas at the well, and

WHEREAS the fixing by a federal agency of the price which may be paid for gas to the landowners, producer or gatherer is contrary to our American system of free enterprise, and to the intent of Congress which expressly excepted production and gathering of gas from the Commission's jurisdiction, and

WHEREAS such price-fixing will deny to landowners and producers markets of fair competitive prices and ultimately will result in inadequate supplies for the consumers,

 THEREFORE BE IT RESOLVED that the Florida Cattlemen's Association hereby urges the American National Cattlemen's Association to exert every effort to secure an amendment to the Natural Gas Act to eliminate these prices from federal control,

 BE IT FURTHER RESOLVED that a copy of this resolution be sent to all members of the Florida Congressional delegation.

III—FEDERAL GRADING

WHEREAS the voluntary federal grading of beef makes it easy possible for the consumer to secure beef of uniform quality,

 THEREFORE BE IT RESOLVED that the Florida Cattlemen's Association approves the present federal beef grade program.

IV—SAVINGS BONDS

WHEREAS the American National Cattlemen's Association is encouraging the purchase of U. S. Savings Bonds by livestock owners and

WHEREAS such purchases will help stabilize the finances of cattle people, and also help finance our government with minimum inflation,

 BE IT RESOLVED that this Association heartily endorses this program and urges its members to participate.

 BE IT FURTHER RESOLVED that the Board of Directors be asked to consider investing such association reserves as it deems appropriate in government savings bonds.

V—THANKS

WHEREAS this convention has been one of the most enjorable in the history of the Florida Cattlemen's Association, with entertainment and hospitality which has been unsurpassed,

 THEREFORE BE IT RESOLVED that this Association wishes to officially thank the Central Florida Cattlemen's Association, the City of Orlando, the Angelbuhl Hotel, and all others who have helped with the convention, for their highly successful efforts.

Sheldon Sells Silver Nugget

A top Palomino stallion named Silver Nugget was recently purchased from Sheldon's Golden Horse Farm at Tampa by Dr. and Mrs. George Green of Daytona Beach, according to a report from Raymond Sheldon, former owner of the stallion.

Sheldon said that Silver Nugget owns an impressive record of blue ribbons won at Florida fairs and shows and was sired by John Silver, one of Florida's outstanding Palominos.

The new owners will stable their new stallion at their S and G Ranch, located near Cocoa, where they now have several Palomino mares. They report that Silver Nugget will be kept at stud for some select breeding during 1955 under the supervision of their ranch manager.

Sheldon points out that the stallion's show record includes blue ribbons at the Dale City's Pasco County Fair, the annual Lakeland Rodeo and Horse Show, the stock Palomino class at the Tampa Horse Show, and many lesser contests.

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FEED TROUGHS; all edges rounded to prevent injury to stock; widths 18 or 30 inches—lengths, 10, 15 or 20 feet.

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MOLASSES VALVES: quick-opening, lock-type, 1-1/2 and 2 inches.

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3 1/2 inch brim - 3x beaver—$20.60
Buckskin—Belly Tan
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Lightweight, precision built, wonderfully comfort-
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Breeding Shows In Endurance Record of Horse

by MRS. LUCILLE P. KENYON*
Every now and then there comes along a
horse who proves a contradiction in his
brim, whether it be racing or trotting or
just long-distance trail riding.

He is either built wrong according to
the usual conception, or he travels other
than the accepted pattern, or his breed-
ing belies his final abilities. But when
these animals do come along and prove
their ability above and beyond all doubt,
there must surely be prizes and not a
small degree of reverence. Because a
horse built right for his job should per-
form, it will, but the one who performs
in spite of himself is really great.

I write of such a horse here who is
carrying one-fourth Arab blood, but it
appears so dominating that I wanted this
issue of The Florida Cattlemen to hear
his story.

His name is Quicksilver, registered
PHBA 6867 as Silver King of Bray’s Is-
land. He has the distinction, dwindling
suddenly on his owner, of being the only
horse in the country, we assume, com-
peting in two 100-mile competitive trail
rides a year and in as widely separated
localities as Florida and Vermont, and
placing with the top five on each of his
five such rides. It all came about be-
cause his owner is an enthusiastic trail
rider who loves the woods, loves a horse
and loves a challenging competition.

By weight and conformation, Quick-
silver is all wrong for his job. His usual
weight is 600 to 850 pounds, never over.
His heart girth is a mere 18 inches, and
it appears desirable for endurance horses
to measure 68 or more. His leg, above
the fetlock, measures a scant seven inches,
and it is clean and flat and sinewy. His height
is 15 and one-quarter hands, but his
chest is narrow, making his front legs
close together necessitating side-weighted
shoes to avoid interference, since 100-
mile rides must be done without blem-
ishes.

And so, at first glance, Quicksilver
would not be picked to compete with the
1,000-pound Morgans, Hunters,
Thoroughbreds, nor the 950-pound Quar-
ter Horses and Arabians. Yet he is doing
it and only missing the top 100 percent
by four from to 10 points taken off for
condition. And this in competition that
has amazing quality.

How? Why? His owner is not as puz-
zaled as the rest, for there seems to be an
answer. This Palomino, 10½ years old,
and gelded at eight years, though a mixed
breed, is put together in a pattern of

* The author has been interested in horses for a
number of years and is vice president of the Florida
Horseman’s Association.

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for January, 1955
Florida and 86 + you're custom SUEDE AND BUCK. Kissimmee School Service 3523 NW 17th Ave., MIAMI, FLA. REBUILDING W. P. Sampson, Auct., Phone Miami Advertise! E. Sampson, Mgr., Phone Miami 1, FORT MARKET Nocona, call for boot rebuilding, for Western Apparel Pastel Blue, Pink Green, White, Gold, Suedes Beige, Peters Are Scheduled in Florida Three January Rodeos Year's day and running Monday, January 2nd. The Indiantown rodeo, with a show daily starting at 2:30 p.m., lists five contest events: Bareback Bronc riding, Bull riding, Calf roping, and Bulldogging. $100 day money is offered in each contest.

Special attractions at the Indiantown Rodeo will include what Circle T Owner G. C. Troup calls "the greatest horse act I have ever seen"—Bill Bushbom of Madison, Wisconsin, with his Liberty horse Golden Nugget.

Also to be featured are the Homestead Everglades Posse drill team, with its 32 riders, giving an exhibition of precision drills, and Bud Mefford of Kissimmee and W. B. Stoker of Overland Park, Kansas, trick and fancy ropers.

At Sarasota, day money of $50 is up for Bareback and Bull riding, Calf roping and Bulldogging. The events start each day at 2:30 p.m. at the livestock association grounds just east of the city, according to G. H. Downs, association president. The first performance at Winter Haven starts at 8:00 p.m., Saturday, New Year's day, and the second at 2:30 p.m., Sunday, January 2.

Three January Rodeos Are Scheduled in Florida

Indiantown, Winter Haven and Sarasota plan fast-moving events during month

The results of rodeos in Miami, Bonifay and Florida, with winners listed in the order they placed, were as follows:

**Miami**
- Calf Roping—First go-round: Red Martin; Albert Barthe; Harold Mills; Chuck Dent; Second go-round: Martin; Mills; Glenn Murphy; Barthe; Average—Martin; Mills; Barthe; Terry Calderon.
- Bulldogging—First go-round: Bud Ashton; Glen Murphy; Pete Clemons; Jack Albritton; Second go-round: Dent; Clemons; Teddy James; Ashton; Average: Ashton; Clemons; Murphy; Bubba Dent; Riding—Lowell James; Clemons; Wink Dent; Clark; Dent:
- Sedale Brone Riding—First go-round: Clemons; Dent; Ashton; Second go-round: Clemons; Dent; Ashton; Average: Clemons; Ashton; Dent; Bash; Bubba Dent; Riding—Clemons; Ashton; Jim Knowles; Bill Colligan.
- Bareback Bronc Riding—First go-round: Lowell James; Sharks Myers; Gary Hopkins; Winky Clark; Second go-round: Clark; Pete Clemons; James Clark; Dent; Average: James Clark; Dent; Calf Roping—First go-round: Red Martin; Albert Barthe; Clemons; Joe Jacks; Second go-round: Barthe; Clemons; Bobby Sapp; Harold Mills; Average: Barthe; Martin; Clemons; Mills.
- Sedale Brone Riding—First go-round: Clemons; Dent; Jack Smith; L. G. Taylor, Sonny Redgraves and Clark (tied for fourth); Second go-round: Clemons; Dent; Clark; Third go-round: Clemons; Smith; Dent; L. Taylor, Redgraves and Clark (tied for fourth); Average: Clemons; Dent; Smith; Clark;
- Bulldogging—First go-round: Warren Hunt; Sapp; Dent; Mills; Second go-round: Sapp; Mills; Eddie Hovencamp; B. Robinson; Average: Sapp; Mills; Dent; Hovencamp; Bulldogging—First go-round: Clemons; Second go-round: Gene Carter; Gary Hopkins; Clark; Mike Conley; Average: Hopkins; Clark; Conley; Clemons.
- Barrel Racing—First go-round: Senora Redgraves; Second go-round: Senora Redgraves; Average: Senora Redgraves.
- Bronc Riding—First go-round: Senora Redgraves; Second go-round: Senora Redgraves; Average: Senora Redgraves.
- Western Kickoff Club; Judges—Don Parks, Eddie Hovencamp; Timers—Rudy Ray Collier, Sparky Dent; Stock Contractor—Irving George; Announcer Chip Morris.
- Bonifay—Bareback Bronc Riding—Kenton Williams; Bob Roland; Norman Stokes; Walter Mann; Bull Riding—Williams; Larry Riedel; Ira Mason; Calf Roping—L. G. Sapp (17.7 seconds); Williams; Stoker; Junior Whidden; Bulldogging—Jack Kelson (3.9 seconds); Williams; Sapp; Tony Whidden; Overleaf Barel Race—Shirley Reeves (19.2 seconds); Neva De Shong; Ann Douglas; Lois Osmanski; All around cowboy—Ken William; Producer—Bronco Saddle Club; Announcer—Buster Kenton.
Arab Influence

(Continued from page 85)

out of 12. He was rested in May, and in June began a special routine of training to condition for the Vermont 100 mile ride that started September 5. Here, there are nearly 70 horses, over 20 in his lightweight class.

It was, to some, a miracle that he took to the severe mountain trails so well, coming from the flat sand country, and a miracle that he placed a brilliant second, but it was no miracle to his owner who had felt from the beginning his terrific power and keen approach to the whole project. Even trailering the 1,400 miles was no obstacle to him.

The following January, training began again (each ride requires from $50 to $100 miles to properly condition) and this time he was ridden in the heavyweight class as a sporting handicap in the Florida 100-Mile March ride, placing a tie for fifth having carried 10 pounds of lead on his saddle and a total of 185 pounds in all.

Came June, and he was again at it for the recent 100-mile ride in Vermont, his second trip there. He placed a fine third in an exceptional field of over 20 lightweights.

This is his story to the present. Where to next, one hardly knows. Perhaps more than two wonderful trips to Vermont from Florida would be pushing his luck. But one thing is obvious—his Arab influence of strength, lightness, rhythm and stamina stands high in the reason for his 4,000 recorded trail miles both in and training for endurance rides in these two and one-half years, with nary a blemish of wind or limb or wind, nor one simple illness. I know, for I have been with him those 4,000 miles and count it joy and privilege.

State Ideal for Horses Says Veteran Breeder

A pioneer race horse breeder, Carl G. Rose of Ocala and president of the National Association of Thoroughbred Breeders, told the Gainesville Rotary Club that Florida can become one of the greatest thoroughbred breeding areas in the world.

Rose, who started his breeding operations in 1938 with one brood mare, explained that Florida has such ideal conditions for breeding as limestone soil, good pasture grasses and sunshine. He also pointed to the big increase in total earnings of Florida-bred horses at the nation's major race tracks. The figure has jumped from $600 in 1938 to $525,000 during the 1953 season.

Call the beef herd before the animals lose the grass fat put on this summer.

for January, 1955
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With Florida Kowbelles Visits a Versatile Lady Who Helps Run Both Farm and Cattle

by Ethel Hales Stangl

Mrs. C. A. (KATE) Barth of Center Hill is a versatile Kowbelle. The Barths have two farms—one at Center Hill, the other at Panasoffkee, 25 miles apart. They raise truck crops (cukes, beans, peppers, tomatoes and lettuce), and as each truck crop is harvested their cattle are run in the fields. (Of course they have some improved pasture, too, and a field of 707 cane is important for winter feeding.)

For their truck crops, seed beds are planted in the fields, in rows. The young plants, if the weather is cold, are protected from freezing by cypress troughs, from 12 to 24 feet long and from 8 to 10 inches wide. These troughs are light to handle and are easily removed when the weather is warm. Plants are pulled as needed, leaving a stand behind. Pulled plants are set with a transplanter, which is pulled behind a tractor. Mrs. Barth is an expert at "riding the transplanter." If you have ever seen a transplanter in operation you probably have noticed how clock-fast the hands of the operators must be to handle the job efficiently. (I rode our transplanter for short periods last spring when we set tobacco!) Mrs. Barth is also in charge of the packing of their vegetables.

Husband Alton is Farm Bureau Insurance Agent.

The Barths met in Andalusia, Alabama (her home), where he had gone to visit relatives. A revival meeting at her church (Baptist) was the site of the meeting, which culminated in their marriage six years later. "Our 'wars' started on Armistice Day—our wedding day—20 years ago," Alton jokingly says.

The Barths were married for nine years without having any children, then suddenly, in 23 months they had two girls.

Aldene, only 11, has already been in 4-H for two years, and has won 16 ribbons. Her concern and love for animals is demonstrated by the fact she felt that her Guernsey heifer, in a 4-H show, (Continued on page 92)
has literally “opened the door” to the vast Central and South American livestock and agricultural market. Revista Cebú readers and advertisers have been generous in their praise.

This Spanish-language quarterly magazine experienced a steady growth during its first full year of publication, and has entered the second year bigger than ever. It has retained in great measure the support of its original advertisers…a good indication that it is “doing the job” in Latin America.

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ENGLISH SHEPHERD and black Labrador pups 14 weeks old. $18.00 each. All pure breed. Creekside Kennels, Beardsley, Minnesota. 15¢

WANTED—A GOOD hog dog, the kind that is fast enough and vicious enough to stop bad hogs. Would be interested in cow dogs that are bad about running hogs. John Clardy, Box 598, Ocala, Fla. Phone Marion 2-3053. 15¢

SHEPHERDS—Collies, Heeler, watch dogs. Also registered Scotch Collies, Zimmerman Farms, Flanagan, III. 15¢

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FOR SALE—Holstein and Guernsey heifers, all ages; some bred, good breeding; sold on approval. James L. Welch, Mukwonago, Wisconsin. 25¢

BULLS FOR SALE—double registered Brahman, also Brangus and Charbrays. Ages two to five. Good breeding and ready for service. Reasonably priced. R. L. Harris, P. O. Box 926, Fort Pierce, Fla. 110¢

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ANYTHING IN LEATHER manufactured or re-processed in our saddle shop. Buck Jones Cowboy Outfitter, Lemon at Second, Palatka, Florida. 324c

DAISY CATTLE MARKERS complete with chain, brass tag for horns and neck. Write for folder.

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LADIES HOME SEWERS—Big Mail ideas for easy saleable articles, make solenible articles, Free Catalog. Joyce Cady, Box 5002, Miami 23, Fla. 125p

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### Kowbelles

(Continued from page 88)

might be hurt or catch cold while away from "home." Jack, 15, was 1 H-15 too. His mother's joke was that flowers, Hibiscus, are his great love. She has 97 varieties —the results of propagating and grafting for three years.

Several of the stock is sturdier than propagated stock, Mrs. Barth says, because rooted stock is not affected by such annoyances as root knot.

Friends are beginning to buy flowers, cuttings, plants, etc., from Mrs. Barth—who long has received much in the way of enjoyment from her hobby.

When I asked Mrs. Barth how she learned to propagate plants she replied: "From books in our home demonstration agent's office. I have read everything I can get my hands on about plant propagating and grafting."

Mrs. Barth remembers that she learned to propagate plants by propagating and grafting for three years.

Mrs. Barth's yard is lovely, though she says: "I have lost my landscape planning. I let such things as my most suitable soil and my most protected spot from the cold, which I will get set out a highly prized plant."

Mrs. Barth advises that a spot which is too sunny can be made acid again by putting pure sulphur over it. I wish I had known this while I was wrestling with the lime spots around our porch (caused by deposits of lime when the porch was built).

Mrs. Barth uses her freezer. It is stock with 45 or 50 pounds of butter. Also a supply of boilled peanuts—munching at the picture show!

Mrs. Barth helps her neighbor poultry man to cook some of his flocks. This interested me, for I have never before talked with anyone familiar with the process and its results. Chickens are cooked thus. While I was wrestling with the process, according to Mrs. Barth, makes them lazy. Roosters, with the distinctive characteristics of their sex, after caponizing will have their combs fade, will cease to crow. Pullets, after caponizing, put on fat, like a seasoned hen. After the process they wantonly eat and drink—and consequently grow to enormous size. Mrs. Barth had a fryer which had been caponized for Sunday dinner. It weighed 8 3/4 pounds at 14 weeks.

Caponizing used to be a tedious unpleasent procedure. A knife was used and the operation had to be sewed up. Now a pellet is injected at the base of the skull with a needle. The process lasts six weeks and is usually done at from four to six weeks. This process is used for making chickens ready for special days of the year—such as Christmas.

The fryers, though large, are tender. Large birds are ideal for baking for the family who does not want a big turkey.
Are You?
Yes, we’re talking about minerals. Are you taking advantage of the research work, done with YOUR dollars, at experiment stations in Florida and elsewhere? Are you making the right kind of mineral mixture available to your cattle all the time. Maxcy’s Range Mineral is time-tested. It’s doing a real job for your neighbor. How about YOU? We welcome your inquiry.

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Your Vet Says:
Cattle Often Die Suddenly

We recently visited a farm where a cow had died unexpectedly in the pasture. She had been all right the night before and the owner was sure she had been poisoned by something. However, an investigation showed that trouble was due to a wire which had pierced the stomach much earlier. An abscess had developed around the wire, and the sudden death of the cow was due to its rupture which released a gallon or so of pus into the lungs. We mention this case as a reminder that owners often find cattle that have died suddenly.

We remember an incident concerning a dairy cow that was found dead in a pasture during the summer. Although she was at least 40 yards away from the nearest fence and the only tree was located at the other end of the pasture, it was finally decided that she had been struck by lightning.

Various kinds of contagious diseases can be responsible for the sudden death of cattle, too. One case involved two steers that were found dead in a feed lot as the first hint that anthrax was breaking loose on the farm. Another concerned a yearling heifer that died before we reached her and was being butchered out by the owner when we arrived. He reasoned that she would be all right to eat because of her sudden death, but changed his mind when we told him that the animal had blackleg. On another occasion a valuable purloined cow was bought at a sale and then trucked without a stop for several hundred miles in sub-zero weather. She was found dead the third morning after reaching her new home, and represented the beginning of a costly shipping fever outbreak.

Although they aren’t involved nearly so often as suspected, poisons also have to be considered as a possible cause of sudden death. They can be divided into two classes, being either plants or chemicals. The sorghums and similar plants containing prussic acid are the most feared ones, but spoiled sweet clover hay is a fairly common cause of trouble, too.

The chemical poisons include rat poisons, spray materials, and paint containing lead. Unfortunately, plain carelessness is often to blame.

We hope that you won’t be too sure of the exact cause when cattle die suddenly. A thorough examination may show that it was something altogether different from what you thought it was.

FLORIDA CALVES GROW FASTER WITH TUXEDO CREEP PELLETS

Even when the range is plentiful, grass alone isn’t enough for growing calves.

In the fall and winter months, it’s doubly necessary to supplement the range with Tuxedo Creep Pellets, the top quality Calf Feed especially designed for Florida ranch style self-feeding!

Because Tuxedo Creep Pellets are highly digestible, start your calves on them early—when the calves are only a week or 10 days old; and feed approximately 1 lb. per day for each hundred lbs. of body weight.

Low in fiber, and generously reinforced with Vitamins A and D2, Tuxedo Creep Pellets will keep your calves’ growth at maximum development.

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We pioneered the spreader service business in South Florida eight years ago and have given continuous and dependable service since our beginning...we are proud to say that our customers are our best references. We now have the largest fleet of grove and pasture spreading equipment in Florida.

Our specialty is spreading any and all materials—regardless of application—in pastures and all types of liming materials in groves in bulk.

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for January, 1955
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Are your gains what they should be? . . .
Are expenses too heavy? . . . Is your pasture capacity improving? . . . Are your cattle being sold at the time to get highest prices? . . . Is the ranch a source of worry?

These are but a few of the problems that are being solved on the hundreds of properties that are under Doane management. Over a period of time the increased income should pay for the cost of management—plus a nice profit. And you'll be relieved of a lot of detail and worry.

Managing ranches, farms and citrus groves has been our business for over 35 years—the oldest and largest organization in the U. S. engaged in farm management and agricultural research.

FREE RANCH MANAGEMENT CHECK SHEET
Write for your free copy so you may check, for your own information, the operation of your property. No obligation, of course.

DOANE AGRICULTURAL SERVICE, INC.
15 W. Orange Ave. Phone 3-2431
LAKE WALES, FLA.

Let's Help the Governor Brag

We think Governor-Elect LeRoy Collins—who's inauguration is scheduled for January 4—will be a mouthful when he noted that Floridians don't "brag" enough about the many advantages of this state.

That he's dead right is evidenced by the millions of northern tourists who come to Florida expecting to find only sunshine, resort hotels and oranges—and discover as well, to their surprise, vast acres of improved pastures, good cattle, fine winter vegetables, and growing industries.

Our Members Get Paid

It's a fact that cattlemen tend to depend on the Florida Cattlemen's Association most when they're in trouble. Things like the tick outbreak, the anthrax epidemic, the floods of recent years—these are things which are tangible threats to our industry, and action by the FCA can bring equally tangible results.

The relatively poor attendance at the recent convention in Orlando is evidence that there are no such threats to the industry today. Yet the work of the association during the past year, particularly in the "Eat More Beef" campaign, has been as important as any work it has ever undertaken. Unfortunately, its success can only be measured negatively. We can only say that, despite the highest slaughter of beef animals in history, prices have gone no lower than during 1955.

To finance an "Eat More Beef" program this coming year if needed (and to reimburse FCA reserves for money spent last year if no campaign is needed during 1955), FCA has approved its largest budget in history.

While the new budget amounts to only two and a half cents per head on all cattle in the counties where cattlemen's associations are located, raising this increased budget will be a problem to the county associations whose job it is to get the necessary cash.

Let's let all cattlemen know that FCA fights their battles for them in the legislature. Let's emphasize how theft rewards have reduced cattle thievery. Let's point out how beef promotion prevented what might have been a disastrous drop in the beef market during 1954. Yes, FCA "pays" its members some mighty high dividends on their membership fees!

FCA is the "watchdog," constantly alert to protect this industry from any threat. Let's all support it.

Name Your Poison

FCA President Jay B. Starkey, with the advice of other officers, has completed his committee appointments and they are listed on page 12 of this issue.

This does not mean, however, that other names cannot be added to these lists. President Starkey has asked us to invite any FCA member interested in serving on one of these state committees to offer his services.

Starkey and the state officers who consulted with him have made an effort to appoint top men to the committee chairmanships, and to see that the committees are truly representative of all parts of Florida.

Committee work is vital to an organization like FCA. Committees are where our leaders of the future will be developed.

There's a tendency in any organization to "let George do it." We hope that slogan doesn't apply to 1955 FCA committees. "George," your committee chairman, may be ready, willing and able to take action on important matters even if he is unable to get his committee together. But the best "George" in the world will do a better job if the ideas of several persons are incorporated in the plans he presents.

So, if you have been appointed to a committee, see that you give your utmost to its work. And if you haven't, and would like to serve, don't hesitate to make your wishes known to our President.

Don't forget: What FCA does for you is up to you!
SEEN MABEL LATELY? SHE'S THE PICTURE OF HEALTH. NEVER BEEN IN BETTER SHAPE FOR THE WINTER — EVEN THOUGH SHE'S CARRYING A CALF.

WELL, SHE SHOULD BE IN GOOD CONDITION. SHE'S BEEN EATING VIT-L-TONE MINERAL SUPPLEMENT EVERYDAY!

Yes, VIT-L-TONE MINERAL SUPPLEMENT will keep your cows in top shape, bring them through the winter in better condition . . . help them to drop sturdier, healthier calves next spring.

VIT-L-TONE MINERAL SUPPLEMENT will help your herd get more out of scanty winter pasture . . . get more out of every pound of supplemental feed you use.

X-CEL PROGRAMS

More and more successful cattlemen are feeding VIT-L-TONE MINERAL SUPPLEMENT to their herds every year. Why don't you try feeding it to your herd?

Write for free booklet "Key to Cattle Profits"

FLORIDA'S PIONEER FEED MANUFACTURER • MANUFACTURERS AND DISTRIBUTORS SINCE 1909

JACKSON GRAIN COMPANY
Tampa, Florida

for January, 1955
NOW...CAT® Diesel Tractors have more work power than ever before! Now...there's an even bigger work margin between a Caterpillar track-type Tractor and an ordinary farm tractor: More power and speed for clearing land...for stacking brush high...for faster land reclamation...deep tillage for range improvement...for general farm work. Here are the tractors that make it possible!

The more powerful D2 now has 38 drawbar HP. The D4 has 48 drawbar HP with your choice of direct electric starting or independent gasoline starting engine. The D6 now has 75 drawbar HP. The D7 has 90 drawbar HP and the D8 has 150 drawbar HP. The last 3 sizes feature the exclusive Cat Oil Clutch that outlasts ordinary clutches 5 to 1! This means more acres cleared or farmed at less cost. Shorter hours. More profits.

Sound good? See us for all the facts. Take a close-up look at the new, improved Caterpillar track-type Tractors. We also have a good selection of used tractors at big savings to you. Name the date...we'll demonstrate the machine you need!

FREE BOOKLETS...SEND COUPON TODAY!

Caterpillar Tractor Co.
Dept. ______, Peoria, Illinois

Send me the following booklets I've checked:
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LOBRANO MACHINERY COMPANY, INC.
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Brangus—and Brahman-Angus crosses from which Brangus can be produced—are shown in this photograph taken at H. E. Wolfe’s ranch near St. Augustine.
He's Out to Get the Job Done!

As only Clear Creek Brangus can do, whether his calves are to:

Live off of parched ground or lush grass;
Live thru the blizzards of Canada, or the heat of Central America;
Be fattened for market or put with the herd—

He'll see to it that they will be second to none in getting that job done!

WHY DON'T YOU COME TO SEE THEM AT EITHER RANCH YOU'D SURE BE WELCOME!

Clear Creek Ranch

Frank Buttram • Dorsey Buttram
RANCHES AT WELCH, OKLAHOMA AND GRENADA, MISSISSIPPI
Charter Member, American Brangus Breeders Association
Brangus Percentage Scientific

What is Brangus?
According to the American Brangus Breeders' Association, it's an American breed of cattle developed over a long period through experimentation by individual cattlemen and the USDA with various Brahman-Angus crosses.

The association points out that most of the government experimentation was done at the Iberia Livestock Experiment Station at Jeanerette, Louisiana, where heat tolerances and other tests indicated three-eighths Brahman and five-eighths Aberdeen-Angus cross to be the best doing combination.

The report also states that Raymond Pope, now secretary of the American Brangus Breeders Association, was the principal individual worker in developing the present Brangus breed.

Other items of interest brought out in the association material are as follows:

The Brangus are black and hornless. They have an immunity to pink eye. They have sweat glands, and they have muscular membrane between the hide and meat that enables them to dislodge insects, thereby being bothered less by flies, mosquitoes, screwworms and other insects. They have a long life-span, are good grazers and rustlers, and they can and do travel great distances to water. They give much rich milk and are good others.

Brangus have the ability to turn even sparsely vegetated pastures into beef pounds, are rapid gainers and are reputed for a high dressing percent when slaughtered.

Brangus cattle are reported to do well wherever they go.

The term Brangus denotes an animal that carries three-eighths Brahman breeding and five-eighths Aberdeen-Angus breeding and which meets the conformation requirements of the Brangus association. Brangus are the only cattle that are registered in the permanent registry books of the association. However, the foundation stock of the Brangus may be enrolled with the association.

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Supplies of molasses adequate to meet any demand!

Organization and equipment to maintain delivery schedules without service failure.

Know-how to apply to the mechanical problems you may encounter in your feeding operation.

It all adds up to:

*QUICK DEPENDABLE SERVICE

Burgner Molasses Company, Inc.
Phone Sebastian 3511
Fellsmere, Florida P. O. Box 66
Brangus
--the best of both--
for the best in Beef!

Pictured above is Wolfe's 345, a half-blood (half Brahman, half Angus)

Be sure to attend the Eastern States Brangus Association Show & Sale at Plant City, January 18-20, where you will see the proof of our breeding in our 21 sale consignments and our show string of ten Brangus and Brangus crosses.

Two Wolfe Ranch one-quarter blood females, Wolfe's Black Lady 136 and Wolfe's Black Lady 137, are shown in above photo.

We’ll see you at the Eastern States Brangus Association Show and Sale, Plant City, Florida, Jan. 19-20

Our consignment: four Brangus heifers, each 1 year of age; three Brangus cows, one 1 year old and two 3 years old; five half-blood heifers, all 1 year of age; four quarter-blood heifers, all 1 year of age; two Brangus bulls, one 1 year old and one two years old; two one-quarter blood bulls, one 1 year of age and one 3 years old; and a half-blood bull, 1 year old. All of these animals will sell and some of them will show. All of the Brangus sale animals are registered and the half-bloods and quarter-bloods are enrolled with the American Brangus Breeders’ Association.

WOLFE RANCH
H. E. Wolfe, Owner
St. Augustine, Florida

MEMBER OF: Eastern States Brangus Association and American Brangus Breeders Association

RANCH LOCATED MIDWAY BETWEEN ST. AUGUSTINE AND GREEN COVE SPRINGS ON STATE HIGHWAY 16
BRANGUS SHOW, SALE
First Ever Held in the Southeast

Plant City's Strawberry Festival Grounds
site of event January 19-20, with 80 head of Brangus and other crosses to sell

CATTLEMEN who want to know what Brangus bulls can do for them in producing heff will have an opportunity to see the best of the breed when the Eastern States Brangus Association holds its first annual show and sale at Plant City.

Show herds and sale consignments from Alabama, Georgia, Virginia and Oklahoma, as well as Florida, will be on hand for the event, according to Joe Gramling of Plant City, owner of Florida Brangus Farm, who is handling arrangements along with J. Arden Mays of Triple Creek Ranch, Plant City, vice president of the Eastern association.

"This will be by far the largest exhibition of Brangus cattle ever held east of the Mississippi," Gramling pointed out. "We expect some 150 cattle, of which approximately 80 will be sale animals and the remainder show animals."

Included in the show herd of Hartung and Burmeister, Foley, Alabama, will be their $8000 Brangus herd sire, recently purchased at the Northeast Oklahoma Brangus Association sale in Vinita, Oklahoma. The show herds owned by Clear Creek Ranch at Vinita, F. B. Daniels Company of Orange, Virginia, and other prominent out-of-state breeders will be on display along with a group from Florida herds. Daniels is president of the American Brangus Breeders' Association.

Since Brangus is a new breed, and many breeders are breeding Brahman-Angus crosses which don't have the required 3/8 Brahman-5/8 Angus percentage, competition will also be set up for Quarter Bloods, Half Bloods and Three-Quarter Bloods. Gramling reports.

While the show is not scheduled until January 19, Brangus activities will start on January 17 when the JayCee registration booth will open at the Strawberry Festival Grounds where the show and sale will be held.

The show will begin at 9:00 a.m. on Wednesday, January 19, with officers and directors of the Eastern States association slated to meet for lunch at 1:00 p.m. Tours of Plant City and vicinity will be available for visitors who want to take advantage of them, starting at 2:00 p.m. from the Registration Booth. A banquet for all interested—buyers, breeders, herds men, etc.—will start at 7:00 p.m., with a free variety show and street festival slated at the Festival Grounds at 8:30 a.m. for those wishing to inspect the sale animals before the sale begins at 12:00 Noon. Bob Barton, Ocala, auctioneers

Classifications in the show will be as follows:

For individual bulls and females—Aged (calved during 1953). Two-year-olds (calved during 1953). Yearlings (calved during 1954). Bull Calves (calved prior to April 30, 1954). Duplicate prizes will be awarded in male and female classes, with grand and reserve grand champions to be selected for each sex.

For Quarter Bloods, Half-Bloods and Three-Quarter Bloods, a champion, reserve champion and third place bull and female will be selected in each category by Judge Don Wakeman of the Department of Animal Husbandry at the University of Florida.

Through cooperation of local groups, permanent tie rings and pens are being installed under the new Plant City stadium. The football field itself will be the scene of the show and sale, weather permitting, but alternate arrangements are being made inside one of the Festival buildings in case of bad weather.

The sponsoring Eastern States association is headed by H. E. Wolfe of St. Augustine.

This is the new Plant City stadium, located on the Strawberry Festival Grounds, where the first annual Eastern States Brangus Show and Sale will be held January 19-20. Exhibit facilities are located under the stand, while the stadium itself will be used for the show and sale. (Building in background will accommodate both events if the weather proves too inclement.)

for January, 1955
BRANGUS BULLS FOR SALE

1/2 BRAHMAN–1/2 ANGUS–RANGING FROM TWO TO FOUR YEARS OLD

Also 10 Brahman Bulls, Two to Four Years Old

We have four bulls which are half Brahman and half Angus, and 10 Brahman bulls, all sired by our Partin bull Empre 807. These are exceptionally fine bulls to put with your range cows. They will get you fine calves and they can take the range conditions.

QUARTER CIRCLE A RANCH

Vick Blackstone, Manager
PARRISH, FLORIDA
RANCH SEVEN MILES EAST OF PARRISH ON ROAD 62

See for Yourself

WHAT BRANGUS HAVE DONE, AND CAN DO FOR YOU!

We would like to take this opportunity to welcome you to the First Annual Eastern States Brangus Show and Sale at Plant City, Florida, January 19-20. Here you can make your own comparisons—and see for yourself what Brangus breeding is doing, and what Brangus can do for you. The Brangus breed is full of surprises. You will marvel at their size for age, their good health and vigor, and their ability to adjust themselves to climatic conditions—hot or cold. They do good for themselves—and they will do good for you, if you give them half a chance. This is why they are the fastest-growing breed in America!

HARTUNG & BURMEISTER

TELEPHONE 32, P. O. BOX 245
FOLEY, ALABAMA
BREEDING AMERICA’S FASTEST-GROWING BEEF BREED

Associate Is Year and A Half Old

The new Eastern States Brangus Association, which came into being through organizational meetings held at the University of Florida in July and August, 1953, now has 25 members, according to Secretary-Treasurer Milton Plumb who doubles as farm editor of The Tampa Tribune.

Officers of the new association are: H. E. Wolfe, St. Augustine, president; J. Arden Mays, Plant City, vice-president; and Plumb. Directors, in addition to Wolfe and Mays, are: Frank B. Daniel, Orange, Va.; A. J. Hartung, Foley, Ala.; Dorsey Buttram, Grenada, Miss.; Dr. Sidney R. Goldstone, Gary, Ind.; Charley Bell Franklin, Ga.; Don B. Newburn, Sarasota; J. B. Owens, Tampa; Louis Gilbreath, Ocala; Joe Gramling, Plant City; Eugene F. Griffin, Bartow; Jesse W. Johnson, Largo; Marshall Wolfe, Hastings; W. B. Sparkman, Plant City; Arthur Coleman, Plant City; and Dr. T. J. Cunha, University of Florida.

"The Florida Cattleman is our official publication," Plumb reports. "Our association is not a recording agency, for we'll leave that to the national association; but our immediate goal will be to make the cattle industry aware of the many fine assets of the polled, black Brangus offering both the Brahman ruggedness and indifference to heat and the blocky, beef conformation of the Angus."

"We have members in Florida, Georgia, Alabama, Kentucky, Oklahoma, Indiana, Illinois and Virginia. We believe that the Brangus—three-eighths Brahman and five-eighths Angus—will become increasingly popular throughout the South and East; and we will support the national organization in a careful appraisal of all animals before they are accredited."

The present officers and directors are the same group who originally organized the association a year and a half ago. Naturally, Plumb notes, details of organization have taken much of the association's attention during its first months, and the show and sale at Plant City January 19-20 will be the first major promotional effort undertaken by the group.

No information is available as to the number of registered Brangus represented by the association membership, but it will be relatively small compared to most Florida breeders.

This is because of the difficulties involved in reaching the desired 3/8 Brahman, 5/8 Angus percentage required for registration. Bulls and females of various percentages must be mated together to provide exactly the percentage needed.
The Cattleman's Breed

TWO-YEAR-OLD REGISTERED BRANGUS BULL WITH A WEIGHT OF 2101 POUNDS

BRANGUS EVENTS COMING UP

BRANGUS SHOW AND SALE—Strawberry Festival Grounds, Plant City, January 19th and 20th.

BRANGUS EXHIBIT—Southwestern Exposition and Fat Stock Show, Fort Worth, Texas, January 28th through February 6th.

NATIONAL BRANGUS SHOW—San Antonio Livestock Exposition, San Antonio, Texas, February 18th through 27th.

For literature and information on Brangus cattle, write

AMERICAN BRANGUS BREEDERS ASSOCIATION
BOX 232, VINITA, OKLAHOMA

for January, 1955
FIRST ANNUAL
EASTERN STATES BRANGUS SALE
PLANT CITY, FLORIDA
SHOW JANUARY 19 • SALE JANUARY 20

Selling
100 HEAD
QUARTER-BLOODS
HALF-BLOODS
3-4 BLOODS
REGISTERED BRANGUS

FIRST SALE OF ITS KIND
IN THE SOUTHEASTERN U.S.

This is the first auction of Brangus ever held in the Southeast—and breeders from throughout the United States are consigning. In addition to registered Brangus (3/8 Brahman, 5/8 Angus), the sale will include quarter-bloods, half-bloods and three-quarter bloods. This is your opportunity to get top animals of the fastest-growing beef breed in America. The top show strings of Brangus from Oklahoma, Virginia and Florida will be exhibited in the show. Both show and sale will be held in the modern facilities on the Strawberry Festival Grounds just west of Plant City.

THE FINEST HERDS IN THE NATION WILL SHOW & SELL

What Can Brangus Do for Cattlemen? The answer is, "They Can Produce More Beef and Better Beef." Brangus Produce More Beef and Better Beef, Combining the Beefiness of Angus with the Disease Resistance and Hardiness of Brahman.

Don't Miss This Opportunity to Get the Best in Brangus!

First Eastern States Brangus Show . . . 9 a.m., January 19
First Eastern States Brangus Banquet . . . 7 p.m., January 19
First Eastern States Brangus Sale . . . . . . . . 12 noon, January 20

All events scheduled at the STRAWBERRY FESTIVAL GROUNDS

For Catalog or Other Information, Write Joe Gramling

The Florida Cattleman
BRANGUS ACTIVITY Greater As New Association Grows

Recent Sale at Vinita shows good demand for breed which combines best qualities of Brahman and Angus

by Jo Heiden*

Although the American Brangus Breeders Association is young compared to other breed Associations (five years old on July 29, 1954), considerable strides have been made in this short time.

The membership roll has grown from the original 54 charter members to approximately 600 at the present time. These members represent 34 States, Canada, Mexico, Costa Rica, Venezuela, Paraguay, Australia, Argentina, and Colombia.

The Brangus breed has scored many "firsts," including the honor of being the first American breed of cattle to enter show ring competition at the major livestock shows. The Brangus Association has held classes at the San Antonio Livestock Exposition, San Antonio, Texas, for five consecutive years including the 1954 show last February. During this time Brangus cattle have also been on exhibit and entered in breeding classes at many other major shows throughout the country.

The American Brangus Breeders Association was the first American breed association to be formed and remains the first American breed association to register cattle for permanent entry in herd books.

Brangus cattle have been flown successfully to many foreign countries, the latest being Costa Rica, Bolivia, and Colombia. Cattlemen in these countries feel that Brangus bulls will do much to improve the size, weight, quality, and conformation of their native cattle.

Brangus cattle have a smooth coat, large frame, and enough leg to take them to food and water. They are natural foragers and have the ability to turn even sparsely vegetated pasture into more pounds of beef.

One of the biggest outlets for Brangus bulls at the present time is for use on plain to good commercial cattle. This gives the commercial man a 50 to 100 pound heavier calf at weaning time, less calving trouble, fewer eye disorders, and more uniformity in their calves.

It has now been definitely established that Brangus cattle do better in the feedlot than other breeds. They gain faster on less feed. They not only grade with the tops, but they yield better than the breeds most commonly are accustomed to feeding. This means more money in the feeder’s pocket.

The work of the Brangus Association and its directors, a standard of excellence for the breed has been established. This is set as follows:

Color—The color should be entirely black. White spots on the underline behind the navel or on the udder are permissible, though undesirable. A white scrotum is objectionable. White socks, white ankles, a white switch, or white spots on any part of the body, except the underline behind the navel disqualify the animal for registry.

(Old or red brindle calves occasionally are produced from purebred black Brangus parents. This is explained by the fact that some individuals of the breed carry the red color in recessive or latent form, an inheritance from some of the early “Buchan humlies” or “Angus Daddies” of red color. When two black cattle carrying red in recessive form are mated, a red calf may be produced. Red cattle are not eligible for registry.)

Brangus cattle are superior among the beef breeds in uniformity of color, being equalled in this respect only by the Aberdeen-Angus.

Conformation—The mature Brangus bull should be distinctly masculine in his type and bearing, particularly in his head, neck, and shoulders. The head should be short, broad, and clean-cut, with a good poll. The eye should be bright, alert, and show intelligence. He should be straight-backed, neat-hipped and heavily muscled throughout, and should stand on plenty of bone and good, strong feet. Crooked hind legs and sickle hocks are particularly objectionable.

The back should be wide, straight and thickly and smoothly fleshed. The loin...
should be broad, level, thick and smooth. The top of the Brangus is not flat, but is slightly rounded or crowned from side to side, indicative of much natural flesh or lean meat. The middle should be deep and wide, with the flanks well let down, and sides should be straight. The hips should be well laid in and smoothly covered.

The rump is long, level, and wide, and the width is carried well back to the tail head. The breed is remarkably free from patchy or gobbley fat at the tail head. As with the rest of the top, the rump is usually slightly rounded over from side to side. The muscling of the thigh and twist should come well down toward the flocks and should have a plump bulging appearance. The ribs should be well sprung.

The overall appearance of the ideal Brangus bull should be that of massive-ness and alertness, coupled with style and quality. The ideal bull should neither be tall and rangy nor extremely low set, but rather a middle of the road type that is capable of walking easily and actively, without humping the back, rolling from side to side, or bowing or twisting the legs.

The Brangus cow should have the same general type as the bull, but should be more refined in every part, particularly in the head, neck and shoulders. Her face line shows more dish and her eye has a more placid expression.

Size—Purebred Brangus cattle at maturity outweigh other cattle breeds from 200 to 300 pounds and are comparable in scale and weight to other American beef breeds carrying Brahman or Zebu blood. Mature Brangus bulls in show condition should weigh 2000 pounds and up; cows 1600 pounds and up. Some exceptionally heavy weights are sometimes reached; however, unusually heavy weights are sometimes accompanied by a lack of symmetry, style and quality which are essential to the true Brangus. On the other hand, cattle of small “pony” type are certainly not desirable, and should be avoided in the selection of breeding stock and in the show ring.

Disposition—As in other breeds, the disposition varies with the herd and the individual, and is dependent to a considerable degree on the care and handling given the cattle.

In herds where the cattle are handled considerably, they become as quiet and easily handled as any breed; however, Brangus cattle will not respond to abuse nor rough treatment. Brangus cattle are gregarious and tend to rest and graze together as a unit. The cows are wonderful mothers and assume a community interest in any calf that is in peril. Excitability is an inherent trait and should be avoided in the selection of foundation stock.

GET BRANGUS CALVES

CARRYING THE BEST IN BOTH BRAHMAN AND ANGUS BLOOD!

from the 5 Heifers We’re Selling at the Eastern States Brangus Show & Sale in Plant City January 20

These five half-blood heifers are selling pasture-bred to our outstanding sire, PRINCE SUNBEAM MANSO, a quarter-blood Brahman-Angus bull who is a grandson of famed Angus Prince Sunbeam 29th, and a descendant also of famed Brahman sire, Manso. Their calves will be registerable as Brangus.

Also a Quarter-Blood Bull

This bull will be a March yearling. A growthy youngster, he’s a grandson of Zero, one of the top sires of the Brangus breed. He’ll produce Brangus for you out of your half Brahman, half Angus cows.

JOE R. GRAMLING
FLORIDA BRANGUS FARM
PHONE 522 P. O. BOX 24
PLANT CITY, FLORIDA

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for January, 1955
Brangus Breeders Listed In Second Annual Directory

New Officers Picked By Lee Cattlemen

New officers of the Lee County Cattlemen’s Association were installed recently during a barbecue at the Gerald Moody ranch in North Fort Myers.

The officers of the association, organized in 1947 are: Bryant Pearce, president; Ted Randell, vice president; Carl Heuck, who is the county agent, secretary; Nat Hunter, state director; Guy Strayhorn, alternate state director; and Bill Ruden, Dr. Ernest Bostelman and Dick McConnell, directors.

Yields of soybeans in Okaloosa County plantings were sharply reduced by the drought, according to County Agent Edsel W. Rowan.

A Brangus calf (three-eighths Brahman, five-eighths Angus) is pictured above with its mother.

The Florida Cattleman
Removing Moisture Can Be Costly in Haymaking

Walter gives figures as to amount of fuel required to reduce moisture content

Hay can be dried mechanically and still be profitable to the producer—but attention to moisture content of the grass to be dried is highly important.

That's the word from Bob Walter of Arc-Rib Buildings, Inc., in West Palm Beach, who has figured scientifically how much fuel it takes to dry grass containing various moisture contents.

"Present drying methods vary considerably depending upon what most producers feel they can afford," Walter reports. "Generally speaking, heated air, blown into wagons or bins, is the accepted method of drying. Per ton costs depend upon the actual mechanics of the operation and the labor involved.

"The use of air blower systems for the actual handling of the hay—wet—into the bins and—dry—from the bins to the baler is gaining much favor. Labor costs are kept at a minimum, and this method of filling bins gives a more uniform "pack" with the result that the heated air works slowly through the wet hay for a more uniform "dry.

Walter's computations on the cost of drying a ton of hay are worked out, on the basis of reducing water content to 15 percent, as follows:

85 percent moisture, 11,333 pounds of raw material is needed to produce a ton of hay with 15 percent moisture, so 9333 pounds of water must be removed, which will require 113.5 gallons of fuel oil at 14 cents per gallon, costing $1.589.

With 80 percent moisture, 85.5 gallons of oil are needed (cost: $1.90); 75 percent, 68 gallons, $9.50; 70 percent 57 gallons, $8.00; 65 percent, 48.5 gallons, $6.90; 60 percent, 42.5 gallons, $9.95; 55 percent, 38 gallons, $5.85; 50 percent, 34 gallons, $4.75; 45 percent, 31 gallons, $3.95; 40 percent, 28.5 gallons, $3.85.

Walter points out that these figures give the cost of the fuel oil only, and do not take into consideration such expense items as land investment, taxes, building depreciation, machinery depreciation, planting, fertilizing or labor costs.

More efficient methods of drying will no doubt be developed in the near future, Walter believes. For example, he believes that an ideal drying system would use high flash heat to which green material would be exposed for several minutes.

"If this could be done on a continuous belt system, an operation of this kind would obviate the need for sun or field wilting and could be carried on 24 hours per day regardless of weather. This would naturally result in hay of the finest quality, since it would be cut, dried, and baled, before any appreciable loss of carotene and Vitamin A occurred," Walter notes.

He adds that such a process would eliminate need for extensive buildings to house drying bins. Present dehydrators, operating on this principle, have such a high initial cost that drying costs can be $20 to $30 per ton, according to Walter—but he reports that a flash dryer that will sell for about $600 is now being developed, and will soon be in the test stage.

The American Meat Institute reported that the largest amount of meat in nearly nine years was processed during the first week of December. Although marketing of all species was greater than the previous week, a 30 percent increase in hog supplies contributed most to the more than 4,500,000 pounds of meat processed during the week.

---

Two Bulls Used in Our Brangus Breeding Program

Don't Miss the Plant City Show and Sale!

For the first time in Florida history, Brangus cattle will show and sell when the Eastern States Brangus Association holds its event at the Strawberry Festival grounds in Plant City January 19-20. Since our herd is located in the Plant City area, we'd like to join in inviting you to attend this event. See for yourself the size, scale and quality that Brangus produces.

And Visit Our Ranch When You Can

In addition to building a top-quality herd of Brangus, we have recently brought to Florida a number of top cutting horses, together with our trainer and foreman, Jack Ray. We invite you to see both our cattle and our horses whenever it is convenient for you to visit Zephyrhills.
You're Invited

to see the
New Facilities
for Livestock
Shows and Sales
at the
STRAWBERRY
FESTIVAL GROUNDS
in Plant City

These facilities will be used for the first time when the Eastern States Brangus Association holds its first show and sale January 19-20.

We’re proud of the East Hillsborough cattle industry and of the part we’ve had in helping its development.

HILLSBORO
STATE BANK
PLANT CITY
FLORIDA

Every day during 1955’s lengthened Florida State Fair will be a livestock day, with more such events scheduled this year than ever before in the Tampa event’s history.

The one-day West Coast Dairy Show will start off the program on Saturday, February 5. This will be the eighth year for the event, which up to this year has been held on a downtown street in Tampa in early January. Greater Tampa Chamber of Commerce is sponsoring the event as usual.

On Sunday, February 6 (although no visitors will be admitted) schedule calls for Ayrshire and Holstein judging, with Jerseys and Brown Swiss to be judged on Monday along with barrows. Guernsey judging, in an open show, will be held on Tuesday, with the dairy champion parade scheduled at 5:00 p.m. on that day.

Wednesday, February 9, has been set aside for the sale of registered Ayrshires.

On Thursday, February 10, the first fat stock event in the history of the Florida State Fair will be judged with the sale scheduled the following afternoon.

Beef week will begin on Monday, February 13, with the first judging scheduled for Shorthorn and Hereford entries. Angus and Santa Gertrudis judging is slated for Wednesday, February 15.

Thursday—Brahmans will be judged with the parade of beef and swine champions slated at 5:00 p.m. that afternoon. The Pan-American Brahman Sale will be held on Friday night.

Dairy prize money will total $12,515 and total beef prize money will amount to about $14,200.

According to Fair Manager J. C. Huskisson, the dairy cattle event this year will be one of the largest in the history of the fair, while virtually every available tie-ring in the Lykes Livestock Pavilion will be occupied for the beef show.

More attention than usual is being given to swine this year, with an Open Barrow Show scheduled to start February 5 and last through February 10 when carcasses will be on display at the Lykes Brothers Packing Plant. Plans have been made for breeding hogs to be on display both weeks of the fair, with some herds coming in after the barrow show due to space limitations. Prize money totaling nearly $1500 is being offered for Duroc, Hampshire and Tamworth breeding swine, while prizes in the barrow show will total about $625.

Divisions for 4-H, FFA and Adult entries are provided in the Fat Steer Show and Sale, which this year replaces the 4-H dairy show, is being sponsored by the agricultural committee of the Greater Tampa Chamber of Commerce. In addition to regular premiums in show classes, special gain-in-weight awards are being made, and grand prizes of $100 for the grand champion steer and $50 for the reserve champion steer have been announced.

Youth events are being stressed at the fair this year, not only in the barrow and steer shows and the West Coast 4-H Dairy Show, but in the youth dairy show, in which both 4-H and FFA youngsters will be allowed to compete, and in the youth beef show, which this year replaces the FFA beef show, but will be limited to FFA exhibits.

Various percentages of Brahman and Angus blood are used in foundation stock to arrive at the desired three-eighths Brahman, five-eighths Angus percentages required by the Brangus breed. This half blood bull and the registered Brahman cows with their half blood calves were photographed at the Tripple Creek Ranch near Plant City owned by T. Arden Mays.

The Florida Cattleman
An Outstanding Offerings

OF BRANGUS AT PLANT CITY

We're offering 10 registered Junior Yearling Brangus heifers, one four-year-old Quarter-Blood bull, and one Senior Yearling Quarter Blood bull—all, we feel, outstanding cattle—at the First Annual Eastern States Brangus Sale at Plant City January 20. Photos taken at our Virginia farm at right show a Brangus bull, Clear Creek Duke 28, at top, and a group of our Brangus heifers on pasture at bottom.

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ORANGE, VIRGINIA

Don't Miss the First
EASTERN STATES BRANGUS SHOW AND SALE
JANUARY 19-20
PLANT CITY, FLORIDA

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J. B. OWENS
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TRIPPLE CREEK RANCH
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WALNUT VALLEY FARM
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Milton Plumb
Secretary-Treasurer
Tampa, Florida

H. E. Wolfe
President
St. Augustine, Florida

J. Arden Mays
Vice President
Plant City, Florida

for January, 1955
THIS BRAND MEANS TOP QUALITY!

Don't Miss Tripple Creek Consignments to
EASTERN STATES BRANGUS SALE
AT PLANT CITY, THURS., JANUARY 20

We're Offering
Eight Head
Of Good Quality Brangus and Brangus Crossbreds at the First Annual Eastern States Brangus Sale. See our Entries in the Show. Bid on Our Sale Consignments

Selling
One 3/4 Blood Bull (We Call Them Short-Cut Bulls)
20 Months Old and Ready for Heavy Service. Also Five Brangus Heifers, Granddaughters of Zero Out of Half-blood Cows, and Two 1/4 Blood Heifers.

ONLY BRANGUS combines the beef qualities of Angus with the ruggedness and disease-resistance of Brahmans. You get all three in Brangus!

In Florida for top Florida-raised registered Brangus and Brangus Crossbreds, it's

J. ARDEN MAYS
Tripple Creek Ranch
PHONE 559 - 121 E. REYNOLDS ST.
PLANT CITY, FLORIDA
Ranch at Boyette, Florida

The Florida Cattleman
Ranking second in the nation in numbers of Santa Gertrudis, Florida herds are on the increase. Pictured above is "Monkey," the foundation sire of the Santa Gertrudis breed. This pose was taken from a recently discovered photograph of the famous bull.
SANTA GERTRUDIS for
BEEF PERFORMANCE

Buy Your
SANTA GERTRUDIS CATTLE
ONLY from members of the
FLORIDA SANTA GERTRUDIS ASS'N
or
SANTA GERTRUDIS BREEDERS' INTERNATIONAL

THE FIRST
ALL-AMERICAN
BEEF BREED!

SIZE • CONFORMATION • ADAPTABILITY
COLOR • DISPOSITION

Santa Gertrudis is a large beef breed with bulls weighing above 1800 pounds in breeding condition. Mature cows in good pasture condition weigh 1100-1200 pounds on the average. Four-year-old steers average approximately 1400 pounds when finished on grass for market.

Purebred Santa Gertrudis have good beef conformation, are deep fleshed and are especially heavy in the hind quarters. They have very characteristic heads, pronounced navel lap and large dewlap. These last two characteristics are associated with a loose, stretchy hide and heat tolerance. All bulls have a slight crest on the neck.

The adaptability of the Santa Gertrudis to the warm climates approximates that of the pure Brahman. Because of its tolerance for heat, Santa Gertrudis is not adversely affected by summer temperatures. During winter months it puts on a sufficient coat of hair for protection against local weather conditions. Santa Gertrudis can walk long distances to water even on hot days. Since they move more easily than other breeds, they consume less energy.

The Santa Gertrudis is a solid, cherry red color, with short, straight and slick hair.

This breed of beef cattle is mild, tractable and easy to handle. They are good mothers.

For further information write:

Florida Santa Gertrudis Association
H. C. Hopson, Secretary
LEESBURG, FLORIDA
Third Section—3

We feel that we have the type of bulls and females of both breeds that will be profit producers for Florida cattlemen. Drop by to visit us soon! We have at present some excellent bulls, heifers, and young cows for sale.

**Hagen Ranch**
L. E. Hagen, Phone Delray Beach 5712
Wm. McIntosh, Herdsman,
Ranch Phone Boynton Beach 4082

**Delray Beach**

**Watch for Sign Six Miles West of Delray Beach**

**Breeders Of SGs Are Listed**

**Asterisk (*) denotes members of Florida SG Association**

BEL-JON RANCH, INC., Box 115, Gainesville, (*)&
BLOUNT AND HYDE, Box 161, Pompano Beach, Reesor B. Blount, manager.(*)
BLOUNT, LANDRUM, Box 1815, Pompano Beach.
BOSWELL, PERRY (See Trefoil Ranch).
BRADDOCK, ALTON (See Perseverance Ranch).
CANNON'S C-BAR, RD San Antonio, phone Dade City 5036.
Green, ranch located one mile east of San Antonio, D. L. Cannon and Son, owners. Ranch established in 1920 and the herd includes 12 Santa Gertrudis females of breeding age. Bulls used on the ranch include four bulls bred by King Ranch and two bred by the ranch.

CROWLEY, STANLEY, Box 110, phone 249; Dade City. (*)

CORAL RIDGE RANCH, 716 North Federal Highway, Fort Lauderdale, James S. Hunt, Jr., manager. (*)

COX, NORMAN (See Gulf Coast Farms, Inc.)

CRFMS, HARRISON & PAULINE, 117 Deed Boulevard, Auburndale. (*)

CROWLEY FARMS, RD, Myakka City, ranch located 12 miles west of Arcadia on State road 70. J. E. Crowley, owner. Herd was established in 1941 and now contains 17 certified purebred and 45 accredited females of breeding age. Herd sire is King Edward 1st, bred by King Ranch. Two other King Ranch bulls are used on the herd. (**)

BLUEFIELD RANCH, RD Okolenochee, Stewart and Philip Idchart, owners, ranch located at St. Lucie County. Ranch established in 1941 and now contains a number of first and second cross Santa Gertrudis females. 12 purebred bulls are used on the herd. (****)

DANNY FARMS, Lake City, W. E. Bishop, manager. (*)

DIAMOND D RANCH, P. O. Box 747, phone 3733, Delray Beach, ranch located six and one-half miles west of town, H. H. Dubendorff, owner. Herd established in October, 1952, and now contains 20 certified purebred and accredited females of breeding age, eight cross heifers, and 15 first and second cross cows. Bloodlines are King Ranch, Armstrong, and Northway. Two single sire herds are operated with Coguntalus and Bully Boy being the herd sires. (**)

DIAMOND H RANCH, Leesburg, phone 526; ranch located 7 miles from town on State road 411, H. C. Hopson and Son, owners. The herd was established in 1950 with purchases from John Crow, Riviera, Texas, and Jack Maltberger Goffin, Tex., and also own breeding. The herd contains 34 purebred females of breeding age. The two herd sires are Peter, bred by John Martin, Alice, Tex., and El Torro, bred by W. C. Jones, Lake Worth, Tex. (**)

DUBENDORFF, H. H. (See Diamond D Ranch).

ELTROSE FARMS, 209 South Olive Avenue, West Palm Beach, Herbert T. Gibson. (****)

EMERALD GREY RANCH, 1900 North Mills Street, Orlando, P. O. Box 6548, phone 2-0939 or 5-1555, ranch located at Astatula, E. Reed Whittle, general manager. The herd established in 1951 and contains 21 registered females of breeding age. The herd sire is Emerald Mau- rine 4 (S Brand), bred by Charles H. Moses, Temple, Tex. (**)

FUTTIST, CHARLES C., 150 Seminole Avenue, West Palm Beach. (**)

FLYING J RANCH, Stuart, Jack A. James, owner. (**)

GULF COAST FARMS, INC., P. O. Box 992, Fort Myers, phone 4-4521, ranch located 10 miles west of North Fort Myers on Pine Island Road, Norman Cox, president, Harold McLeod, manager. The herd contains 90 females of breeding age; a large portion of herd is certified. The herd sires are Triton, bred by Rucker Hayden and four other bulls from outstanding breeders. (**)

HAGEN RANCH, 416 East Atlantic Avenue, Delray Beach, phone 4915 or 5712, L. E. Hagen, owner. Wm. McIntosh, herdsman, ranch phone Boynton Beach 1082. Ranch located six miles west of town and one-half miles north of Delray Beach. Herd was established in 1950 with purchased animals from Kennedy and Armstrong ranchers in Texas and now consists of 109 Santa Gertrudis cows and three King Ranch bulls. (**)

HOPSON, H. C. (See Diamond H Ranch). (Continued on page 6, Third Section)
Wall Street Journal Boosts SGs

Recent growth of Santa Gertrudis is related by paper

The country's leading finance and business newspaper, The Wall Street Journal recently lauded the virtues of the Santa Gertrudis breed in a two and a half column article.

The front page story, written by Staff Reporter Harlan Byrne, traces the breed's history and cites its hardiness, weight-gaining ability and growing popularity. This popularity can be seen, Byrne points out, in the rapid increase in the number of Santa Gertrudis herds since World War II. At the end of 1945 about 80 herds had been started. Now close to 475 have been officially classified by Santa Gertrudis Breeders' International.

Writing from the birthplace of the breed at King Ranch near Kingsville, Texas, reporter Byrne says, "Only 20 years ago, the first breeding stock was sold off the King Ranch. Today Santa Gertrudis herds are spread over 25 or more states of the U. S. and about 20 foreign countries."

He also mentioned the fact that the breed's popularity has been most noticeable in the southern half of the country, though recently they've begun to appear in Midwestern and Eastern states.

"Cattlemen know Santa Gertrudis best for significant economic virtues of fast weight-gaining on a grass diet, ability to find and thrive on tough, skimpy pasture during hot weather and resistance to disease and insects," writes Byrne. "These traits, some cattlemen say, may make the Santa Gertrudis a major beef producer within 25 years."

The Wall Street Journal reports that several cattle raisers who have discovered these traits and now are "fanatic converts" to the breed.

One of them is D. Howard Doane, founder and chairman of the 35-year-old Doane Agricultural Service, Inc., of St. Louis and a seasoned farm expert. He conducted an experiment on his 100-acre Grasslands Farm west of Columbia, Missouri, this summer, the hottest and driest on record for that area. He ran a group of 22-month-old Santa Gertrudis steers with a herd of 28-month-old Herefords. For 150 days from April to September, the Santa Gertrudis gained 305 pounds per head on the average, or 2.035 pounds a day, while the Herefords put on an average of 1.08 pounds a day.

Other Santa Gertrudis admirers mentioned by Byrne are Robert J. Kleberg, Jr., president and manager of the King Ranch and Winthrop Rockefeller, owner of the 1300-acre Winrock Farm, in the Petit Jean mountain region 60 miles northwest of Little Rock, Arkansas.

Kleberg praises the Santa Gertrudis as performing more "efficiently under a wide variety of feeding and climatic conditions than any breed in the world." And as far as Rockefeller is concerned "...there's no animal that can compete with it in turning grass into beef."

How this beef should be marketed is also explained in Byrne's article by Kleberg, who maintains that the objective should be an animal weighing 1050 to 1150 pounds live weight within 15 to 18 months. The grass-and-grain-fattened beef carcass should then weigh 600 to 700 pounds and grade choice, the next to the top quality. Kleberg, according to Byrne, says chain stores in recent years have been the biggest meat-buyers, "and that's the size and quality of beef carcass they seem to prefer."

"We don't think there's anywhere in the U. S., an animal, with a 1000-pound carcass can be produced quicker and cheaper than with this breed." Kleberg is quoted as saying.

It was on the ranch which Kleberg now manages that the experimenting began in 1940 to develop a new breed "able to stand up to the harsh range and weather conditions and still produce good beef."

But, Byrne reports, it wasn't until 1950 that a bull of the desired quality was developed. This bull, the famous Monkey, resulted from the mating of a Brahman/Shorthorn bull and a Shorthorn cow with 1/16 Brahman blood and became the foundation sire for all Santa Gertrudis. Monkey produced 150 sons during his 12-year life.

SG Section Contents

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4—Third Section
Brooksville to Evaluate Santa Gertrudis Bulls

A cooperative bull evaluation test is being sponsored by the Florida Agricultural Experiment Stations and USDA at the West Florida Experiment Station at Brooksville, according to a recent announcement.

A total of 41 young bulls are in the test including bulls from the Brooksville Station and the University of Florida herds. These are being fed along with 24 bulls owned by 13 cooperating Santa Gertrudis breeders. They are being fed a ration made up of citrus pulp, ground snapped corn, cottonseed meal and Alyce clover hay.

Officials anticipate that this test will be conducted annually for a period of 140 days, starting around November 1 each year. In future years, the test will be open to members of state associations of all beef breeds. Up to 25 young bulls of any beef breed can be selected and entered by each breed association each year. One of the test provisions is that cooperating breeders will make the services of bulls with outstanding performance records available to the Experiment Station for a period of one year for a nominal fee.

According to Dr. E. J. Warwick and Dr. Marvin Koger, animal breeding specialists with USDA and Florida experiment station, respectively, the objectives of the evaluation tests are to measure the ability of tested animals to gain and fatten under practical feed lot conditions. Evidence indicates that these characters are hereditary and the selection and use of high performing animals in purebred and commercial herds should raise the producing levels of these herds. This test will be useful for selection within breeds rather than making comparisons between breeds.

These men also emphasize that these tests are only one phase of the problem of breeding more productive cattle, they say, and breeders are encouraged to keep records of weaning weights, growth rates and market grades of animals.

Santa Gertrudis breeders cooperating in the feeding test this year include: C. C. Peters, Lake Wales; J. Arthur Pancost, Uleta; S. E. Thatcher, Miami; W. M. Larkin, Dade City; H. C. Hopson, Leesburg; Fred Robbins, Miami; Gulf Coast Farms, Fort Myers; W. W. Leavine, Tampa; J. E. Crowley, Myakka City; Malatchie Farms, Fort Valley, Georgia; R. A. Piel, Dade City; Harley Watson, Arcadia; and Z. H. Patterson, Bradenton.

Other information concerning the test may be had by writing Dr. T. J. Cunha, University of Florida, Gainesville.
BREEDING BETTER LIVESTOCK
By Victor Arthur Rice, Frederick Newcomb Andrews, and Eurell James Warwick.

JUST OUT! $6.50
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In this book you have a dependable guide to understanding and applying the scientific facts of reproduction, heredity, and selection for more effective breeding of livestock.
The Cattlemen Press KISSIMMEE, FLA.

Purebred Santa Gertrudis Cattle
Harley Watson
Member Santa Gertrudis Breeders International
Member Florida Santa Gertrudis Association
Arcadia, Florida

Santa Gertrudis are a growing breed in Florida with the state being second only to Texas in numbers. The brood cows pictured above as they pose on improved pasture are owned by S. E. Thatcher of Miami and pictured on his ranch near Picnic.

SG Directory
(Continued from page 3, Third Section)

JUHNSTEN, A. E. 1377 3rd St., Miami, phone 4-0113, ranch located in 1950 by breeding King Ranch bulls. (**) MClean & BOWEN, P. O. Box 175, Fort Pierce. (**) MCFARLAND, T. C. Montgomery, Arcadia, owner, phone 279, ranch located 25 miles southeast of Arcadia, Hubert Allbritton, foreman. Herd established in 1941 by breeding King Ranch bulls to one-half Brahman and one-half Shorthorn cows. And all succeeding generations of heifers have been bred back to King Ranch bulls. (**) MULLBERRY FARMS, Lake Worth, Mr. and Mrs. Thomas H. O'Connor. (**) NORRIS CATTLE COMPANY, Ocala. (**) ORTELLA FARMS, E. Box 12, Homestead, phone 4-2971, ranch located at South Bay, R. E. Kuttr, owner. (**) PAUL S. RANCH, Palmer Bank Building, Sarasota, phone Ringling 2-9581, ranch located in Sarasota County, Homer and Grace Brown Palmer, owners. Charles Demsey, manager. The herd was established in 1950 and now includes approximately 275 certified purebred and accredited females of breeding age. Females were acquired from one of the oldest and outstanding breeders of Santa Gertrudis. 29 certified purebred bulls of King Ranch breeding are used in the herd. (**) PANOLA FARMS, J.Arthur Pancost, owner, Box 96, Arcadia, phone North Cape 4-6682, Charles Wolf, herdman, ranch located 10 miles north of Miami. Herd was established in 1949 and now contains 150 certified purebred or accredited females of breeding age. Herd sires include Park Master, a Florida State Fair champion, bred by Panacea Farms, Tony, bred by King Ranch and Prince Albert III, bred by A. P. George. Show record includes the champion cow of the Florida State Fair the last 8 of 10 years, the champion bulls of the Florida State Fair the last 9 of 10 years, and the winning get of sire class and winning get of dam class the last 6 years. (**) PEARCE, B. F. 308 W. 1st St., Winter Haven. (**) PEARSON, J. H. 1406 2nd St., Winter Haven. (**) PETERSON, W. S. 1201 E. 1st Ave., Sarasota. (**) PERSEVERANCE RANCH, 7500 Southeast 55th Lane, Plant City, owner, 31-7724, ranch located in 1941 miles east of Canaveral Point on US 98, Fred Robbison and Alton Braddock, owners. Herd established in 1951 and now contains 31 registered S and S Bar females of breeding age and 38 second and third cross cows. The herd sires are Roya Grande, bred by Worth Wright and Stockton and Gardner, both bred by King Ranch. (**) PETERS, C. C. (See Ranch Gran Toros) PICNIC GROVES & RANCH, 8606 Northeast 18th Court, Miami, phone 2-1794, S. E. Thatcher, owner, L. Keen, manager. The ranch is 18 miles south of Plant City on State road 39. The herd established in 1949, contains 96 registered females of breeding age. Additional females will be inspected in December. The breeding cows come from the herds of Mrs. Worth Wright, J. Maltsberger, Jr., W. Pattons, W. M. Larkin, Dick Verters, Jr., Arthur Pancost and others. The herd sires are bulls from King Ranch, Maltsberger, Pancost and their own breeding. (**) PIET, R. A. 1902 Sandalway Drive, Fort Myers. (**) PINE ISLAND RANCH, 62 SW Third St., Miami, ranch located at Davie, C. A. O'Neil, Jr., owner. (**) PRIMES GROVES, Dade City, H. L. Massey, owner. (**) PRX RANCH, P. O. Box 1006, phone S-3801, Fort Myers, Brian E. Pearce, owner. Ranch located one mile southeast of downtown Fort Myers. The herd includes 45 females. The owner, Herd sire is Hunter. (**) RANCHO GRAN TOROS, C. C. Peters, owner, Lake Wales phone S-2952, ranch located on State road 60, 3 miles west of Kissimmee River Bridge. Ranch established in 1941 and now includes 70 females of breeding age. The foundation of the female herd is 46 Richard King cows purchased in 1945, 50 purebreds due for classification and 100 graded up second and third cross from selected native cows. The herd sires, all bred by King Ranch, are Picaro, Cajarao, Perro, General Chico, Red, Chinito, Pelicano, El Diable. Picaro was Senior Champion bull at the 1950 Florida State Fair. (**) ROBBINS, FRED S. (See Perseverance Ranch) ROBERTS, JAMES O., P. O. Box 1119, Fort Myers. (**) ROBERSON, JACK AND T. J., Box 445, Hobe Sound. (**) ROCKING G CATTLE, Clevaston, Raymond Christopher. (**) SANTANA RANCH, P. O. Box 1280, Sarasota, Florida. (**) SARGAM, W. H. Wolfe, owner, K. Ritter, manager. (**) SABADO RANCH, P. O. Box 1599, Sarasota, River, manager. (**) SHIPP, R. H., Madison. (**) SNYDER AND JORDAN, SG Directory.
Entire Santa Gertrudis Herd for Sale

We have four other registered herds—Hereford, Brahman, Angus and Shorthorn. We can’t do justice to promoting five breeds at once, so we think it will be easier to sell the smallest herd. The statistics on our Santa Gertrudis herd are listed below.

They sell clean and are TB and Bang’s tested. Our herd has been inspected and graded by Santa Gertrudis Breeders International and is classified in their records as herd number 234. Every animal old enough to be approved has been approved and branded.

<table>
<thead>
<tr>
<th>NO. OF CATTLE</th>
<th>AGE</th>
<th>BRANDS AND GRADE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 bull</td>
<td>21 years</td>
<td>S</td>
</tr>
<tr>
<td>8 cows</td>
<td>2½ to 4 years</td>
<td>S</td>
</tr>
<tr>
<td>7 heifers</td>
<td>3½ to 4 years</td>
<td>S-Bar</td>
</tr>
<tr>
<td>8 heifer yearlings</td>
<td>18 to 21 months</td>
<td>Will be inspected shortly</td>
</tr>
<tr>
<td>3 bull yearlings</td>
<td>9 to 12 months</td>
<td>Will be inspected at 18 months</td>
</tr>
<tr>
<td>2 heifer calves</td>
<td>7 to 11 months</td>
<td>Will be inspected at 18 months</td>
</tr>
<tr>
<td></td>
<td>2 to 3 weeks</td>
<td></td>
</tr>
</tbody>
</table>

Price for 35 head $10,000

The “S” grade or brand is the highest grade possible, while the “S-Bar” ranks second. Any calf out of an “S-Bar” cow and an “S” bull is eligible for the “S” grade upon inspection by SGBI at 18 months or older. All of our calves and yearlings are eligible for the “S” grade.

Cows are bred back to calve this winter.

Emerald Acres Ranch
E. Reed Whittle, General Manager
Ralph Alberding, Herdsman
Telephone Orlando 2-5206
Ranch at Astatula
P. O. Box 6548
ORLANDO, FLA.
1900 N. Mills St.

Watch for Santa Gertrudis...
AT THE 1955 FLORIDA LIVESTOCK SHOWS

• Floridians will have an opportunity to see beefy Santa Gertrudis cattle compete in judging class at the following major livestock shows:

February 10-13—KISSIMMEE VALLEY LIVESTOCK SHOW, Kissimmee
February 14-19—FLORIDA STATE FAIR, Tampa
February 21-26—CENTRAL FLORIDA FAIR, Orlando
February 28-March 5—SOUTHEASTERN FAT STOCK SHOW, Ocala

For further information about Santa Gertrudis and how the breed can help you produce beef, contact:

Santa Gertrudis
BREEDERS INTERNATIONAL
KINGSVILLE, TEXAS

for January, 1955
Now Available...
Santa Gertrudis Bulls

- 4 eighteen-month-old bulls eligible for inspection for purebred classification.
- 10 bulls between seven and ten months of age that are all eligible for inspection for classification as purebreds next year.

ALL BORN AND RAISED IN FLORIDA

We invite you to visit our ranch anytime and see the outstanding dams and sires of these fine animals in our Santa Gertrudis herd No. 55 that was established in 1949.

S. E. THATCHER
3002 NE 1st Court, Miami, Florida

L. P. Keene is manager at the ranch which is located at Picnic, 18 miles south of Plant City on State Road 39.

CHARTER MEMBER OF INTERNATIONAL AND FLORIDA SANTA GERTRUDIS ASSOCIATIONS

W. C. HOLTON
LIVESTOCK COMPANY
Breeders of Santa Gertrudis Cattle
Phone 5211
Camilla, Georgia

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Don't Miss An Issue!
One Year, $2.00; Two Years, $3.00; Four Years, $5.00

The Florida Cattleman

Advertise Consistently!

SANTA GERTRUDIS

- We have for sale at the present time 10 two-year-old "S" brand Santa Gertrudis bulls. Drop by the ranch to see them.

ROJO GRANDE, OUR HERD SIRE

PERSEVERANCE RANCH
Fred S. Robbins, Owner, Phone MOhawk 1-7722, 7500 SW 53rd Place, Miami, Florida
RANCH LOCATED 10 MILES EAST OF CANAL POINT ON U. S. HIGHWAY 99

SGBI Meeting is Held in Texas At Kingsville

Anyone who plans to attend an annual meeting of Santa Gertrudis Breeders International had better set aside a week for the job, according to C. C. Peters of Lake Wales, president of the Florida Santa Gertrudis Association and a frequent participant in the national breed meetings.

He says the program starts on a Tuesday at Kingsville, Texas with all available facilities being crowded with visitors who come to look at the Quarter horse colts and fillies and the Santa Gertrudis bulls that go under the auctioneer's hammer the following day. Tuesday is also the day when committees round out their reports to be presented at the meeting.

"All day long cowmen compare their choice of sale animals with others," Peters says, "and this year lot 64 topped the list, selling to Winthrop Rockefeller for $15,000. The 4-H Club sale of Santa Gertrudis heifers follows the main event Wednesday evening and this year the calves averaged better than $1200.

He says the meeting program includes business sessions, reports and speakers with the annual election of officers also taking place. Florida was honored this year by having J. Arthur Pancoast of Uleta elected as secretary of the national group. The state's two directors are Charles Dempsey of Sarasota and Peters.

Pancoast Sells Spit Ball to Colombian

CIA. GANADERA de los Cambulos of Bogota, Colombia has recently purchased the well-known Santa Gertrudis bull, Spit Ball, from Panuleta Farms of Uleta, according to a report from J. Arthur Pancoast.

Pancoast says that he has received a report from the new owner that the bull was named grand champion at the Girardot Livestock Show in Colombia which is the largest in the country.

"We are glad that Spit Ball is continuing his show winning ways for his new owner," Pancoast said, "and we hope the other three bulls that went along in the same shipment will do as well in the future."

Hagen Sells Animals In Recent Consignment

L. E. Hagen, owner of Hagen Ranch at Delray Beach, reports that he recently sold five Santa Gertrudis and 12 Brahman to a rancher in Colombia with the shipment leaving Miami.
Ass'n History Is Reported By Secretary

The Florida Santa Gertrudis Association was formed in 1952 and now has a membership of 57 Santa Gertrudis breeders, according to a report from Howell C. Hopson of Leesburg, newly-elected secretary of the group.

"Our state association has actively and continuously worked to promote the welfare of the breed," Hopson says, "and our organization is one of several state or sectional groups working in harmony with the parent organization, the Santa Gertrudis Breeders International, which maintains general offices at Kingsville, Texas.

Measured in numbers of classified Santa Gertrudis and in active purebred breeders, Florida ranks above all other states, with the exception of Texas, according to Hopson.

Hopson also points out that during the past year the association promotion committee, with S. E. Thatcher of Miami as chairman, has been especially active in advertising and sponsoring the public with the merits of Santa Gertrudis. The show committee under the leadership of Charles Dempsey, manager of Palmer Ranch at Sarasota, has actively sponsored the continued interest of breeders in showing Santa Gertrudis at several livestock shows in the state.

During the month of February Santa Gertrudis herds may be seen at the Kissimmee Valley Livestock Show in Kissimmee, Florida State Fair in Tampa, Central Florida Fair in Orlando, and the Southeastern Fat Stock Show at the Southeastern Pavilion in Ocala.

SG Directory

(Continued from page 6, Third Section)

FLORIDA SANTA GERTRUDIS ASSN.

FLORIDA SANTA GERTRUDIS ASSN.

W. S. WALLACE, President

THOMAS H. WHITMAN, Vice President

M. H. WALLACE, Secretary-Treasurer

315 S. MAIN ST., JACKSONVILLE, FLA.

(Continued from page 6, Third Section)

ST. HELENA RANCH, RFD, Delray Beach, R. S. Hoskins, (*)

TUCHEN, FRANK B. (See Triangle T Ranch), THATCHER, S. E. (See Picnic Groves and Ranch), TOMLINS, LOY W., Mountain Lake Park, Lake Wales, (*)

TREFOIL RANCH, P. O. Box 476, Delray Beach, phone 28-5207, ranch located on route 7, three miles south of Delray Beach, Perry Roswell, owner. The herd was established in 1952. (*)

TRIANGLE T RANCH, Route 1, Sebring, Frank Tuchen, owner. (*)

TWO V RANCH, Placida, phone Neptune 22257, ranch located on State road 776, 2 miles west of McGregor, William H. and Alfred G. Vanderbilt, owners, Owen Keene, manager. The herd was established in 1951 and now contains 31 registered females of breeding age. The original 20 cows are from Buckholder and Parks of Texas. The herd sire is Old Pol 94, bred by W. S. Parks, (*)

VANDERBILT, ALFRED (See Two V Ranch)

VANDERBILT, WILLIAM H. (See Two V Ranch)

WATSON, HARLEY, P. O. Box 69, Arcadia, phone 141, Marsden Walls, manager. The ranch, established in 1951, is located one mile east of Arcadia. The herd sire is King Tuli, bred by King Ranch, (*)

WEBB, J. L. (See H & J Ranch)

WHEELER, FRANK, Route 1, Box 253, Halum City, (*)

WHITTLE, E. R. (See Emerald Acres Ranch)

WOLFE, WILLIAM H. (See Siginaw)

The Bull That Made Dade City Famous!

PANCHO, OUR SENIOR HERD SIRE

• Of course, Dade City is also the home of the largest citrus plant in the world. But we believe our well-known Santa Gertrudis sire has made Dade City famous in the cattle business. Pancho combines the size and scale common in the Santa Gertrudis breed with smoothness, quality and the ability to produce calves of like quality.

We can furnish select certified and accredited heifers—many by Pancho—in lots of one to a carload—and a few top young bulls.

"Santa Gertrudis Cattle Since 1941"

Little Everglades Ranch

Charter Member Florida Santa Gertrudis Association

Charter Member Santa Gertrudis Breeders International

Bill Larkin, Owner, Phone 449 or 4-40113, P. O. Box 576

Dade City, Florida

Transportation Unlimited

MARMON-HERRINGTON

All-Wheel-Drive

WALLACE SALES

6306 MAIN ST., JACKSONVILLE, FLA.
Performance Testing is Valuable

Tests at Montana Ag Station are reported on by Peters

by C. C. Peters*

It has always been a puzzle to me how mere man with his human limitations has been able to select a herd sire by judging him from outward appearance alone. The old axiom that "Like begets like" does not mean exactly what a lot of cattlemen think it does. What it really means is that the mating of two bovines produces a bovine and not a horse or a dog.

Anyone with just a smattering of genetics with its genes and chromosomes knows that there are thousands and thousands of possible combinations even when the blood lines are relatively pure. How many times have you heard it said "He is a good looking bull but he gets sorry calves."

The Montana Agriculture Experiment Station set out in 1940 to test the unfounded belief that mere man had the ability to see in all animal an efficient producer. They set up a series of tests using bulls that varied considerably in external appearance and the offspring were given an equal opportunity to grow and fatten so that differences observed between the progeny of different bulls could be attributed to the inherent ability of that particular bull.

The results were startling. It was found that so-called ideal beef type was no guarantee of rapid or efficient gains or quality of carcass grade. It can be noted here that one bull whose progeny record was superior to all the rest was so bad to look at that he was tried again at another station as a double check, but with equally good results.

Actually the men who first developed and improved our present day breeds of cattle used performance testing to determine the more efficient strains of cattle but their sound methods were lost by the wayside and replaced by fat cattle shows which prove the ability of the feeder rather than the animal.

In an effort to improve efficiency of production by selecting the good performers The Florida Santa Gertrudis Association has placed on feed tests at the Central Florida Experiment Station at Brooksville, 24 yearling bull calves.

* The author is from Lake Wales and has been a Santa Gertrudis breeder for several years. He is serving as president of the Florida Santa Gertrudis Association.

The Florida Cattleman
These bulls are progeny of some of the finest Santa Gertrudis herd sires in Florida and the results will be of value to the owners to show the productive capacity of their herd sires and to prospective purchasers who want herd sires of proven performance. In general it will give a breeder a better basis for selection. It is hoped that in the not too distant future commercial cattlemen will be able to purchase sires who will transmit feed lot gains or grass gains in their progeny.

This does not mean that all bull selection will resolve itself into scientific formulas. Pedigree heritage still has great value. Many cattlemen have learned in the “school of experience” that the one dollar registration paper does not guarantee a proven sire.

Mutations occur (the offspring differing from the parents) which test man’s ability to detect them and many bulls have become sires that should have been steered. Performance testing therefore is a check on pedigree heritage as a means of measuring the utility value of a breeding animal.

**Many Santa Gertrudis Sales are Held in Texas**

**EARLY NOVEMBER** set a new mark in the sales of Santa Gertrudis breeding stock at five different auctions, held at King Ranch, A & I College, Kingsville, Briggs Ranch, Randol Lake Plantation, and the East Texas Santa Gertrudis Sale, according to SGBI. All sales were held in Texas.

The breed association reports that a total of 160 head were sold for a total of $280,215 and the destinations of the cattle bought included Cuba, Argentina, Texas, Louisiana, Arkansas, Oklahoma, Florida, and Georgia.

The lone Florida buyer was J. Arthur Pancoast of Uleta who purchased one bred heifer at the Pioneer Santa Gertrudis Breeders’ Sale at the Briggs Ranch.

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**We'd like to congratulate Spit Ball's new owner, Cia. Ganadera de los Cambulos of Bogota, Colombia who also purchased several other Panuleta Santa Gertrudis . . . AND we're mighty proud to hear that Spit Ball has shown evidence of continuing his winning ways in Colombia by being named grand champion at the Girardot Livestock Show in Colombia—one of the largest cattle shows in the country! We'll miss him in our herd but our loss is Colombia's gain.

We still have some good bulls for exhibition and sale!

**VISITORS ARE ALWAYS WELCOME**

**PANULETA FARMS**

ARTHUR PANCOAST, Owner, Phone North Dade 6-4662
CHARLES WOLF, Herdsman, Phone North Dade 6-3024

Farm located 10 miles north of Miami, 2 miles west of U. S. 1 on 167th St. at NE 7th Ave.

MEMBER OF SANTA GERTRUDIS BREEDERS’ INTERNATIONAL AND FLORIDA SANTA GERTRUDIS ASSOCIATION

---

**Breeders of Top-Quality Santa Gertrudis**

You are cordially invited to visit us and inspect our cattle and ranch at any time

**THE TWO V RANCH**

WILLIAM H. VANDERBILT  ALFRED G. VANDERBILT

PLACIDA, FLORIDA

---

*For January, 1955*
On November 13, 1954, Rojo Grande 311, shown above, weighed 2200 pounds. He was bred and raised here at Palmer Ranch. (Calved July 18, 1951).

SANTA GERTRUDIS!

Careful . . . Painstaking-Effort . . . coupled with accurate progeny records . . . and constant culling . . . assures you of ONLY THE BEST!

OUR BULLS—We’re now using 29 King Ranch bulls. We’re finding out which are doing the best jobs for us by keeping close tabs on the offering through regular weighing and conformation checks.

OUR BROOD COWS—Our cow herd was selected just as carefully as the bulls—and the selection still goes on. These cows are selected for the characteristics they pass on to their offspring, how well they raise these offspring, and how they “nick” with our sires.

OUR CALVES—In addition to selecting our bulls and cows, we are determined the offspring we keep or sell for breeding stock be outstanding, that they are culled at weaning, again during weight-for-age checks, and finally by Santa Gertrudis Breeders International for classification. Ask to see the weight records of our calves.

For BETTER BEEF Production Visit . . . See . . . Compare!

CERTIFIED AND ACCREDITED SANTA GERTRUDIS

Palmer Ranch, Sarasota, Florida

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If your business is producing BEEF, then you owe it to yourself and your business to visit, see and compare other breeds with SELECTED.